MAY 10, 1954

35c PER COPY

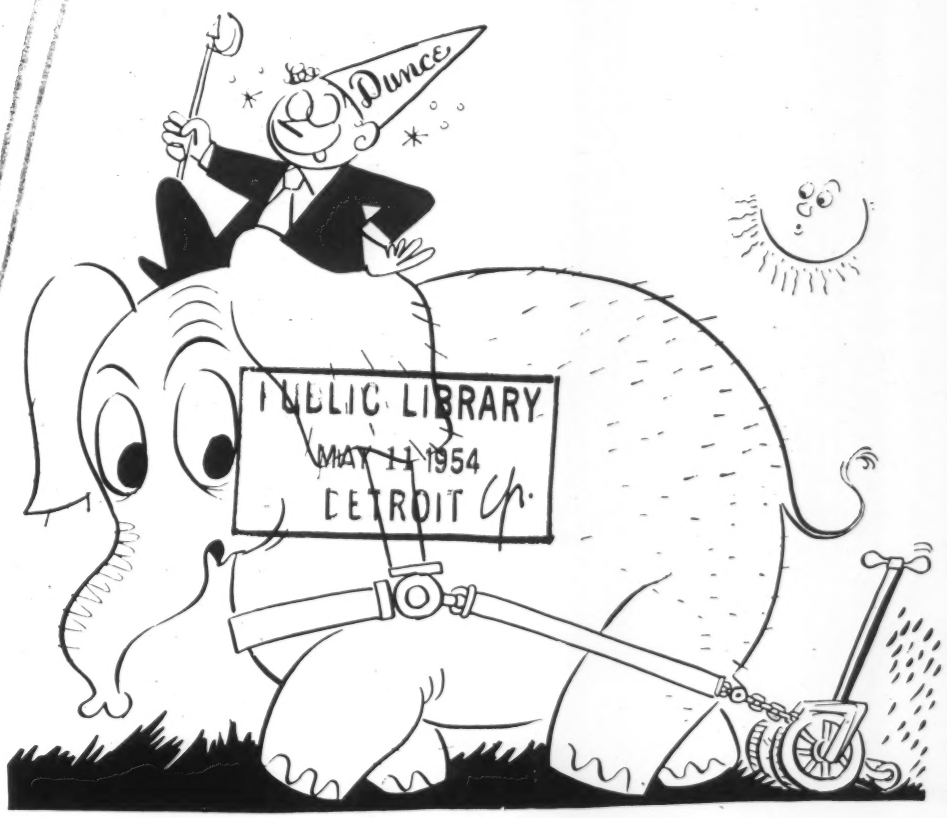
TECHNOLOGY DEPT.

BROADCASTING TELECASTING

NEWSPAPER Dec54 H-
M1142
B 10D
Public Library
Technology Dept
96 Putman Dr
Detroit 2 Michigan

IN THIS ISSUE:

23RD year



You wouldn't harness an elephant to a lawnmower, would you?

You don't need 50,000 watts—or 10,000 or even 5000—to cover the *compact* Baltimore market!

W-I-T-H will do the job for you—*without waste!* Network stations overlap areas covered by their own affiliates . . . their effective coverage is limited to just about the area W-I-T-H itself covers.

NIELSEN SHOWS W-I-T-H IN LEAD!

In Baltimore City and Baltimore County W-I-T-H leads every other radio and television station—network or independent—in weekly daytime circulation.

Let your Forjoe man give you all the facts in this amazing Nielsen Coverage Service Survey.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

THE BAYER COMPANY DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

Consumer confidence in Bayer Aspirin has been built by years of research and know-how in producing a reliable product. There's laboratory control over every process at the modern Bayer Company plant. This quality control has been one part of a complete job that makes the Bayer Company a leader in its field.

Laboratory control can be applied to broadcasting. Skill in programming the best ingredients of fine entertainment and public service builds the audience. The roster of advertisers on WMBG, WCOD and WTVR mirrors the large and loyal audiences that you too can reach. Join the other advertisers using the "First Stations of Virginia."

Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

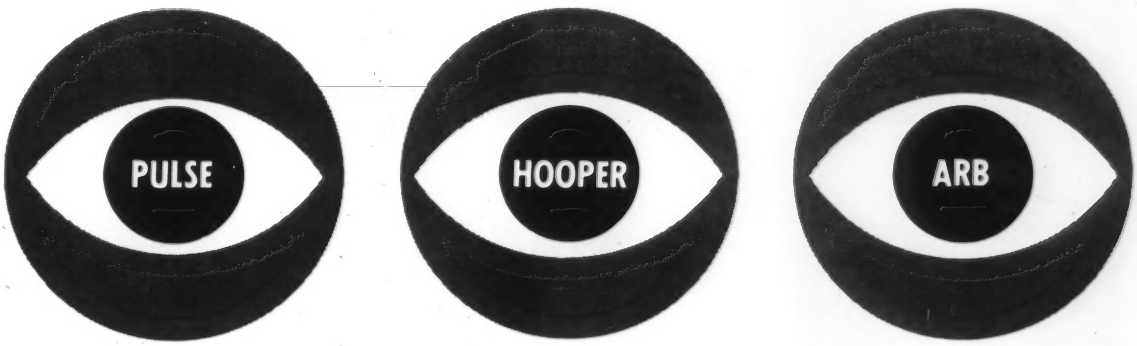
Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

TAKE YOUR CHOICE but... TELEPULSE HOOPER ARB all agree

THE "eyes" HAVE IT ON WBNS-TV

COLUMBUS, OHIO

FOR TOP RATINGS IN CENTRAL OHIO



MARCH '54—12 OUT OF 15

1. I Love Lucy	WBNS-TV	48.5
2. Godfrey's Talent Scouts	WBNS-TV	46.5
3. Jackie Gleason	WBNS-TV	42.4
4. Godfrey and His Friends	WBNS-TV	41.4
5. Dragnet	———	41.0
6. Burns and Allen	WBNS-TV	39.5
7. Toast of the Town	WBNS-TV	35.9
8. What's My Line	WBNS-TV	35.5
9. Mama	WBNS-TV	33.5
10. Red Skelton	WBNS-TV	33.5
11. This Is Your Life	———	32.3
12. I Led 3 Lives	WBNS-TV	29.8
13. Topper	WBNS-TV	29.5
14. T-Men in Action	———	29.0
15. Two for the Money	WBNS-TV	29.0

FEB. '54—13 OUT OF 17

Last Report

1. Godfrey Talent Show	WBNS-TV	52
2. I Love Lucy	WBNS-TV	50
3. Godfrey and His Friends	WBNS-TV	47
4. Dragnet	———	46
4. Jackie Gleason	WBNS-TV	46
6. Burns and Allen	WBNS-TV	40
7. Roy Rogers	———	38
7. Jack Benny	WBNS-TV	38
9. You Bet Your Life	———	34
10. What's My Line	WBNS-TV	33
10. Strike It Rich	WBNS-TV	33
10. I've Got A Secret	WBNS-TV	33
13. Treasury Men in Action	WBNS-TV	32
13. Two For the Money	WBNS-TV	32
15. Toast of the Town	WBNS-TV	31
15. Red Buttons	WBNS-TV	31
15. This is Your Life	———	31

(5 ties in top 15)

MARCH '54—10 OUT OF 15

1. I Love Lucy	WBNS-TV	65.8
2. Godfrey Talent Scouts	WBNS-TV	62.1
3. Dragnet	———	53.8
4. Godfrey and His Friends	WBNS-TV	53.2
5. Jackie Gleason	WBNS-TV	49.5
6. Burns & Allen	WBNS-TV	46.5
7. You Bet Your Life	———	46.4
8. This Is Your Life	———	41.9
9. What's My Line	WBNS-TV	39.5
10. Roy Rogers	———	39.5
11. I've Got a Secret	WBNS-TV	38.9
12. Two for the Money	WBNS-TV	37.1
13. Private Secretary	WBNS-TV	35.8
14. Liberace	WBNS-TV	34.9
15. T Men in Action	———	34.7

This is not an isolated instance! Year in . . . Year Out . . . WBNS-TV consistently remains an undisputed leader among TV stations as reflected in the full program log, for WBNS-TV takes 10 out of 10 top rated multi-weekly shows, 5 of which are WBNS-TV's own local productions. (Telepulse March 1954)

WBNS-TV CHANNEL 10 • COLUMBUS, OHIO

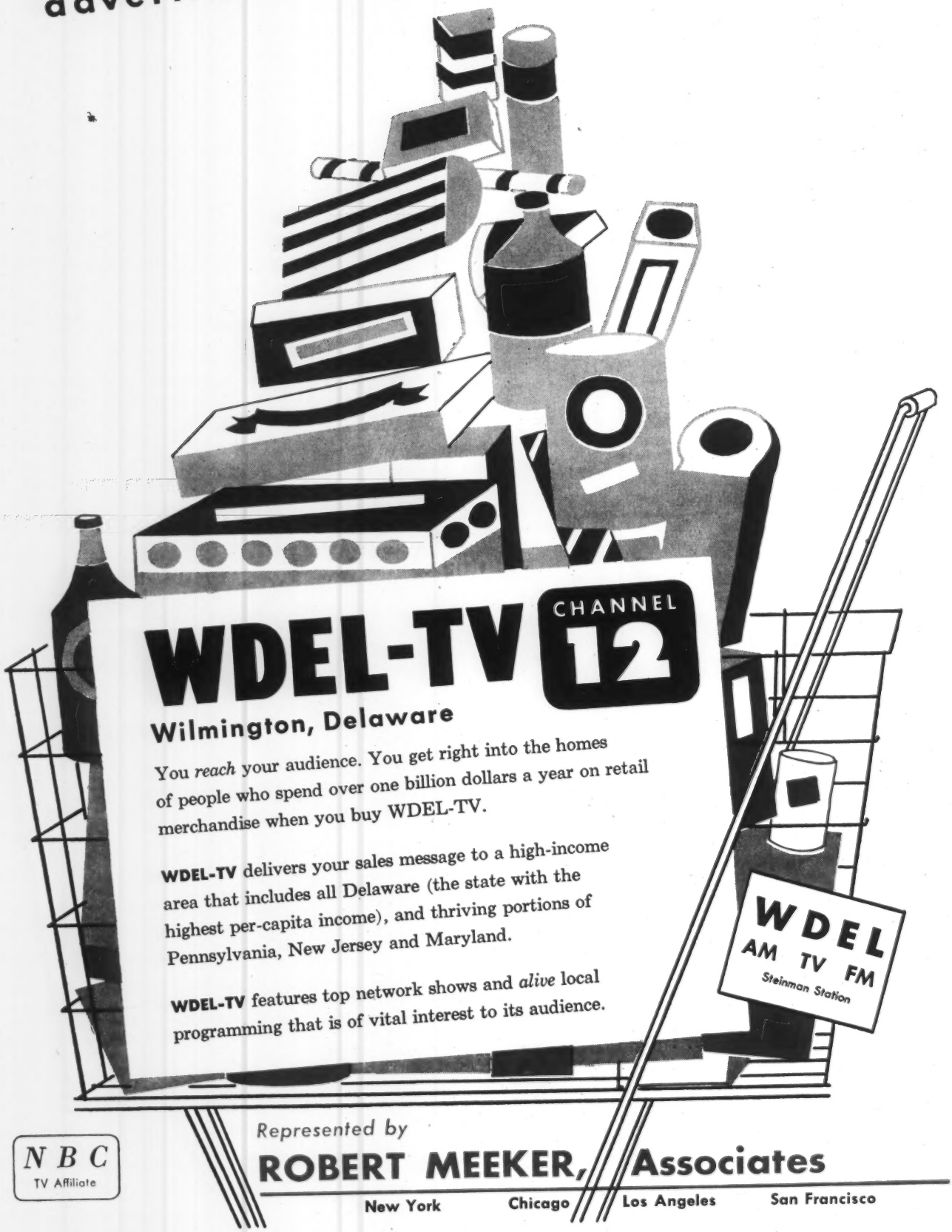
WBNS-TV . . . Ohio's honored station, recipients of Billboard awards '52 and '53, Sigma Delta Chi '52, duPont '52, Zenith '53.

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

advertise and SELL



WDEL-TV CHANNEL 12

Wilmington, Delaware

You *reach* your audience. You get right into the homes of people who spend over one billion dollars a year on retail merchandise when you buy WDEL-TV.

WDEL-TV delivers your sales message to a high-income area that includes all Delaware (the state with the highest per-capita income), and thriving portions of Pennsylvania, New Jersey and Maryland.

WDEL-TV features top network shows and *alive* local programming that is of vital interest to its audience.

WDEL AM TV FM
Steinman Station

NBC TV Affiliate

Represented by

ROBERT MEEKER, Associates

New York Chicago Los Angeles San Francisco

closed circuit®

IT IS UP to Congress, and not FCC, to determine whether subscription broadcasting should be public utility-common carrier, in judgment of FCC. In formulating comments on Hinshaw Bill (HR 6431) which would make box office tv common carrier, FCC, after many man-hours, concluded last week that it was not empowered or prepared to make determination, having no guideposts. Moreover, FCC holds view that box office tv does not necessarily have to be precluded from broadcast channels, but that it can't be common carrier without also being public utility, subject to rate regulation and other controls. FCC hasn't considered merits of box office proposal, and no hearings are yet in sight.

★ ★ ★

NARTB's quiet search for radio vice president still goes on. Need for experienced broadcaster, able to charm NARTB members in all areas of the country and willing to travel most of the time, has kept applicants to a minimum. Price tag on job reported in excess of $15,000.

★ ★ ★

SOME NBC affiliates reportedly are getting Plymouth's "participations" business [B•T, May 3] on regular rather than "participations" pay basis, using argument that under affiliation contract NBC can't reduce their rates on less than 90 days' notice. At least some of these maintain they won't carry "participations" after 90-day period is up, except at straight regular rates. Plymouth meanwhile has expanded its "participations" order from two weeks to three and NBC authorities say majority of stations are going along. Meeting of anti-"participations" affiliates during NARTB convention in Chicago, probably May 23 or 24, still looms.

IT'S BUSINESS almost as usual at FCC despite lapse of another week without word from White House on appointment of regular chairman. Staff morale isn't as good but Rosel H. Hyde continues to run agency as if nothing had happened. His one-year tenure as chairman expired last month and President Eisenhower hasn't uttered single public word on his intentions.

★ ★ ★

MEANWHILE, report persists that John C. Doerfer, whose FCC interim term expires June 30, will be named to Federal Power Commission to succeed Dale E. Doty, whose term expires June 22. But there's no official confirmation and no comment has been forthcoming either on report that George C. McConnaughey of Columbus, Ohio, chairman of Renegotiation Board, or Lewis E. Berry of Michigan, deputy counselor of Army Dept., might be named to FCC vacancy and ultimate chairmanship [CLOSED CIRCUIT, May 3].

★ ★ ★

NAMES OF THREE House Republicans —two of them ancient warriors against FCC—are mentioned in connection with chairmanship stalemate on FCC. These are Rep. John Taber of New York, chairman of powerful Appropriations Committee; Richard B. Wigglesworth of Massachusetts, who a decade ago maintained running fight against FCC and Arde Bulova, who used to own number of Eastern stations, and Hugh Scott of Pennsylvania, former Republican chairman. They want new blood and GOP patronage.

★ ★ ★

PLAN OF NBC to shift *Voice of Firestone* from its regular Monday night simulcast position (8:30-9 p.m.) to make way for new Sid Caesar tv program has brought criticism from unusual quarters. In addition to apathy of Firestone, high official quarters in Washington express concern. That show and succeeding *Telephone Hour* are two programs singled out by officialdom as being among best on air, in answering critics who contend programming is "low brow."

★ ★ ★

TO RECONCILE VIEWS and to plan hoped for cooperative approach, executives of NARTB and of newly-formed Television Advertising Bureau will meet in New York this Thursday, preparatory to meeting following day in Chicago of TAB organizing group (story page 27). Scheduled to attend Thursday meeting are NARTB President Harold E. Fellows and Television Board Chairman Robert D. Swezey, WDSU-AM-TV New Orleans. For TAB: Richard A. Moore, KTTV (TV) Los Angeles, temporary chairman; Norman Gittleson, WJAR-TV Providence, and Tom Harker, vice president in charge of sales, Storer Broadcasting Co. TAB thinking in terms of $400,000-$500,000 initial annual budget.

★ ★ ★

INDICATIVE of lengths to which some uhf station owners will go in effort to focus attention are these reported moves: (1) Ford Foundation has been approached to underwrite commercial uhf on reasoning stability in that band is essential if education tv is to flourish. (2) Some extremists are urging all uhf stations to suspend operations until after Potter subcommittee hearings May 19-21. They feel this will dramatize plight of uhf operators.

★ ★ ★

DuPONT Co. (for its anti-freeze), Wilmington, Del., through BBDO, New York, looking for quarter-hour availabilities in more than 100 television markets for fall start. Quarter-hour is expected to be football film series.

the week in brief

- TAB plans to influence fall buying 27
- Katz Agency reports daytime tv a good buy 27
- Heinz' half-million in 'Home' show marks tv debut 29
- Wherry, Baker & Tilden succeeds S&M in Chicago 29
- Guild Films triples production plans 31
- A tv film show for department stores 31
- NARTB drafts schedule for its Chicago convention 36
- Nearly 100 displays set for NARTB meet 38
- Comments meager on limiting network exclusivity 48
- Senate hearing on uhf may convene as scheduled . 54
- Comr. Lee warns against excessive control 56
- ABC Radio curtails Army-McCarthy coverage . . . 57
- Democrats consider rally via closed-circuit tv 58
- Senate joins House in considering Drys' ad bills . . 60
- Lamb offers $10,000 to anyone proving him a Red 68
- WHA-TV Madison, the nation's fifth educational 68
- B•T survey tells about half- and quarter-hour films 78
- A bank turns to films for prestige 80
- The month's schedule of tv network offerings . . 86
- Mutual forms a division to exploit its activities . . 94
- RCA's 1954 first quarter is the best in history . . . 96
- Telestatus: tv stations, sets, target dates 115

Kowh
OMAHA

Bigger Audience, Lower Rates!

If you're gunning for sales, here's two weapons that never miss.

The first, KOWH, which has a share of audience with a March Hooper rating of 41.4%—surpasses her nearest competitor by a *full twenty points!* 35 quarter hours weekly collect *50% or more of the radio audience available!*

And remember—with ratings of over 50%, your spots on KOWH often reach *more people than if you had purchased equal time on all the other Omaha, Council Bluffs stations combined!*

But for a real surprise, check those low rates!

Represented Nationally
By The BOLLING COMPANY

Don't Aim This at Anyone . . .
IT'S LOADED!

If you're shooting the works in New Orleans, pull the trigger on WTIX!

First by a wide margin of the seven independents, WTIX has come a long ways in just seven months under new management. One network station rates higher in the morning, and two in the afternoon . . . by a small margin; but they didn't build Rome in seven months either.

But man, those rates! On a *cost-per-thousand basis, WTIX is already the best buy in New Orleans!* Check your Hoopers, and you'll want to check with WTIX's

National Representatives
ADAM J. YOUNG JR.

Bigger Audience, Lower Rates!

THE NEW
Wtix
NEW ORLEANS 16, LA.

at deadline

'No Further Delay' Ruling Issued on Miami, Charlotte

GET on with Miami ch. 7 and Charlotte ch. 9 hearings, FCC ruled Friday—even though controverted points of reliance agreed upon by applicants and examiners do not meet strict interpretation of expediting rules. Ruling came after oral argument two weeks ago [B•T, May 3].

Separate opinion by Comr. Frieda B. Hennock, although agreeing with majority, recommended abolishment of points of reliance requirements. Comrs. Edward M. Webster and John C. Doerfer did not participate in decision.

Commission majority said that whole subject of hearing conferences was being studied by staff. Therefore, it said, no useful purpose is served by delaying Miami and Charlotte hearings.

In discussing arguments submitted at oral argument, Commission decision said expediting procedure "does not contemplate a detailed preliminary debate at the hearing conference over evidence to be offered later in the hearing."

Babbitt Names Cohen

B. T. BABBITT Inc., N. Y., has named Harry B. Cohen Adv., N. Y., to handle new product to be launched this year, in addition to Glim detergent account now serviced by that agency.

General Mills Renews

GENERAL MILLS Inc. renews its Monday, Wednesday, Friday, 7:30-55 p.m. period on ABC Radio with *Lone Ranger* program for 52 weeks, and in addition has bought Tuesday and Thursday, 7:30-55 p.m. segment for new show, *The Silver Eagle*, starting June 1. Dancer-Fitzgerald-Sample, N. Y., is agency.

RCA Showing Color 'Station'

NARTB convention exposition (Chicago, May 23-27) will feature fully equipped color tv station, now being assembled by RCA for what it calls "first comprehensive trade showing of commercial color broadcast equipment." New transmitter will feed receivers in viewing room but will not transmit by air. Annual NARTB exposition will be held at Palmer House (story page 38).

MBS Affiliates Plan Meeting

PLANS for meeting of Mutual affiliates on May 23 at Chicago's Palmer House, at outset of NARTB convention, to be laid today (Mon.) by Mutual Affiliates Advisory Committee at meeting in New York. Group, headed by Victor C. Diehm of WAZL Hazleton, Pa., WIDE Biddeford, Me., and WVDA Boston, also will hear reports on summer and fall plans by Mutual President Thomas F. O'Neil; Adolf N. Hult, vice president in charge of sales; Herbert Rice, vice president in charge of programs; E. M. Johnson, administrative vice president in charge of production, engineering and station relations; Robert A. Schmid, administrative vice president in charge of sales and advertising, and Robert Carpenter, director of station relations.

FCC HONORS STERLING

FCC COMR. George E. Sterling heads list of 45 Commission employes to receive service emblems today (Monday) at ceremony honoring those who have devoted careers to FCC and its predecessor agencies. Comr. Sterling gets 30-year emblem as do James E. Pearson, Common Carrier; Kenneth G. Clark (retired), Field Engineering & Monitoring, San Francisco, and Anna L. Poloske, Field E & M, Boston. Program begins 10:30 a.m., Conference Rooms A, B and C, Departmental Auditorium Bldg.

Hazel Bishop Buys 'Kane' Time for Summer

HAZEL BISHOP Inc., N. Y., has picked up Thursday, 10-10:30 p.m. period on NBC-TV, now occupied by U. S. Tobacco's *Martin Kane*, for eight weeks during summer effective late June and prior to time *Lux Theatre* moves into that spot. Summer show probably will be *Stop the Music* or possibly reruns of *This Is Your Life*. Raymond Spector, N. Y., is agency.

Gillette Sponsors Preakness

GILLETTE Safety Razor Co., Boston, will sponsor over CBS Radio and CBS-TV coverage of Preakness from Pimlico race track, Baltimore, on May 22 (5:30-6 p.m., EDT) and of Belmont Stakes from Belmont Park, Belmont, L. I., on June 12, 4:30-5 p.m. EDT. Agency: Maxon Inc., N. Y.

Froman-Stafford Replacement

SUMMER replacement for Jane Froman and Jo Stafford shows, sponsored on CBS-TV by General Electric and Gold Seal Wax, respectively, Tues. and Thurs., 7:45-8 p.m., will be *Summertime USA*, with Hank Sylvern, musical director of Froman show, serving in same capacity for summer series.

Sid Caesar Sponsor

AMERICAN CHICLE CO., in contract that's said to represent more than $2 million for NBC on gross annual basis, signs as first of three sponsors of NBC-TV's new *Sid Caesar Show*, which starts Sept. 27 (Mon., 8-9 p.m. EST three out of four weeks), and meanwhile to sponsor 10 minutes per week of *Saturday Night Revue* (Sat., 9-10:30 p.m. EDT) from July 3 till Caesar show takes over. Agency: Dancer-Fitzgerald-Sample, N. Y.

Largest Tv Audience

BELIEVED to be largest audience ever reached by any performance or by any advertisement, March 28 two-hour *Rodgers & Hammerstein Show* telecast on 255 stations reached 21,060,000 U. S. homes, according to special study made by A. C. Nielsen Co. for Young & Rubicam, agency for General Foods Corp., program's sponsor. Program reached 74.5% of all U. S. tv homes, nearly half of all homes in nation.

• BUSINESS BRIEFLY

SWIFT SHOWS INTEREST • Swift & Co., Chicago, reportedly interested again in picking up part of tab of ABC simulcast of Don McNeill's *Breakfast Club*. If deal goes through, meat packer probably will drop part of radio holdings.

JELLO SPOTS • General Foods, N. Y., for Jello Instant Pudding, through Young & Rubicam, N. Y., buying tv spots in 20 cities starting today (Mon.) for two weeks.

FLEA POWDER IN TV • Eastco Inc., White Plains (Scratchex, dog flea powder), is plunging into television with 13-week spot announcement campaign in 18 southern markets, starting almost immediately, and in 43 northern markets effective June 1. Ruthrauff & Ryan, N. Y., is agency.

TEST FOR DASH • Procter & Gamble's newest detergent for washing machines, Dash, is starting test campaign in radio and television —one radio and three tv stations in Cleveland and Boston for 13 weeks—to compete with Monsanto Chemical Co.'s sudsless detergent All, which has been capturing this type of market. Both Lever Bros. and Colgate are putting out new products, Vim and Ad, respectively, but have not yet bought radio and tv time.

THREE-WEEK DRIVE • Polaroid Corp., Cambridge, Mass., placing heavy three-week radio and television spot announcement campaign June 1 in 20 major cities. BBDO, N. Y., is agency.

GLEEM IN THREE STATES • Procter & Gamble's Gleem is adding radio spot announcement campaign in about three states, South Dakota, Montana and Florida, effective May 15 until-forbid. Agency: Compton Adv., N. Y.

POPSICLE RADIO • Paris & Peart, N. Y., placing radio spot campaign in Canada and four U. S. markets starting May 31 through June 26 for Popsicle, ice cream novelty.

WATERMAN TRY-OUT • Waterman Pen Co., through Fletcher D. Richards, N. Y., contemplating television spot schedule and starting tv test in Utica, May 17 through June 1.

DUFF NAMES AGENCY • Duff Baking Mix Corp., Newark, N. J., names Doherty, Clifford, Steers & Shenfield, N. Y., as advertising agency, effective immediately. Harry B. Cohen, N. Y., resigned account.

NEW GENERAL MILLS PRODUCT • General Mills, Minneapolis, appoints Tatham-Laird, Chicago, to handle advertising for Trix, new cereal product, now being introduced in Buffalo district. Heavy tv schedule to be used, but not revealed, including special spot campaign there.

MAY FILM, SELL 'KANE' • U. S. Tobacco Co. understood to be contemplating filming *Martin Kane* and possibly typing up with film company for distribution in areas where company would not be sponsoring program. Kudner, N. Y., is agency.

NATIONAL OPEN SPONSOR • Kelly-Springfield Tire Co. to sponsor National Open Golf Championship on NBC-TV Sat., June 19, from 5 to 6 p.m. EDT. Agency: Compton Adv., N. Y.

OUT-OF-HOME LISTENING IN ATLANTA GIVES YOU A WHOPPING 20% BONUS

and

waga gives you

* 50% MORE OUT-OF-HOME LISTENERS THAN STATION "B" —AND TWICE AS MANY OR MORE THAN ANY OTHER STATION

* 42% MORE QUARTER HOUR FIRSTS THAN ALL OTHER STATIONS COMBINED

Out of a total of 502 quarter-hour periods Sunday through Saturday, WAGA had 295 firsts. Station "B" had 61; Station "C" 57; Station "D" 43; Station "E" 19; and all others had a total of 27.

WRITE FOR THIS FOLDER

Out-of-home or in-the-home—WAGA gives you more listeners per dollar than any other Atlanta station! Get the facts and you'll put WAGA Radio to work for you in the billion-dollar Atlanta market.

*Data based on Pulse of Atlanta Out of Home Radio Audience, July 1953

waga

590 on the dial 5,000 watts

CBS-Radio in Atlanta

A STORER STATION

Represented Nationally by the KATZ AGENCY, Inc.

Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

Protest Muskogee Grant; Other Actions of FCC

PROTEST was filed Friday against last month's grant of ch. 8 Muskogee to Tulsa Bcstg. Co. [B•T, April 12] by KCEB (TV) Tulsa, operating on ch. 23.

Uhf station, owned by Elfred Beck, asked revocation or stay of grant and hearing on questions of overlap, concentration of control, violation of table of allocations, and other allegations. It claimed it has standing to protest under Sec. 309(c) or 405, said it had invested $850,000 in building KCEB, had lost about $30,000 monthly in anticipated revenues since Muskogee vhf grant was announced. KCEB is affiliated with NBC and DuMont.

Tulsa Bcstg. received Muskogee grant after Oklahoma Press Publishing Co. (*Muskogee Phoenix* and *Times-Democrat*) and Ashley L. Robison withdrew competing applications after hearings began. FCC finalized initial decision April 7.

KCEB claimed that John T. Griffin and family, owners of Tulsa Broadcasting, also own 50% of KWTV (TV) Oklahoma City on ch. 9 and that overlap exists between KTVX (TV), Muskogee ch. 8 station, and KWTV. KCEB also claimed that KTVX site is midway between Muskogee and Tulsa, permitting coverage of both cities, which has been heavily promoted by vhf station. This violates allocation table, KCEB said.

KPIX (TV) Sale Filed

FORMAL papers for sale of KPIX (TV) San Francisco by President Wesley I. Dumm and associates to Westinghouse Electric Corp. for more than $6 million in Westinghouse stock and cash was filed with FCC Friday. Companion bid filed to transfer KSFO there from Mr. Dumm's Associated Broadcasters to new firm, San Francisco Broadcasters, also wholly owned by Mr. Dumm.

Mr. Dumm gets 81,775 shares in Westinghouse for his 71% interest in KPIX Inc. Four others selling combined 29% in KPIX and their respective compensations are: Franklin Dumm, controller, brother of Wesley, 2,538 shares in Westinghouse plus $45,010 cash; R. C. D. Bell, assistant to president, 8,461 shares and $149,980; Philip G. Laskey, who continues as KPIX manager, 11,845 shares and $209,994, and George Hughes, vice president, 1,692 shares and $30,006.

Westinghouse common stock has par of $12.50, reportedly was figured at around $52 per share two months ago when negotiations were underway [B•T, March 8] and closed Friday at around $71.

Microwave to Atlantic City

APPLICATION of AT&T Long Lines Div. for microwave radio relay at Wyndmoor, Pa., to provide network link to ch. 46 WFPG-TV Atlantic City, granted by FCC Friday. Construction cost $155,000. WFPG-TV earlier in week advised Commission, however, it is forced to suspend operation May 17 on "temporary" basis (story page 58).

KCBQ Transfer Filed

CHARLES E. SALIK filed bid Friday for FCC approval to sale of his KCBQ San Diego for $250,000 to principals in KRUX Phoenix, Mr. & Mrs. Timothy Sparkman and Mr. & Mrs. Stanley Schultz. Sale is necessary for Mr. Salik to exercise option for one-third interest in ch. 10 KFSD-TV there. Blackburn-Hamilton Co. was broker.

Imes Files for Columbus, Miss., Ch. 4

BID for ch. 4 at Columbus, Miss., filed with FCC Friday by Birney Imes Jr., who requested deletion of his permit for ch. 28 WCBI-TV there. Last fall Mr. Imes indicated he would file for ch. 4 when allocated, which FCC did in November.

Five Uhf Stations File in WGAL Case

FIVE UHF stations in cities surrounding ch. 8 WGAL-TV Lancaster, Pa., notified FCC Friday of intention to keep foot in door on their protest of January grant to WGAL-TV for site change and boost in power and antenna height. Noting FCC hasn't acted yet and ch. 8 station has begun construction, petitioners reminded FCC they want hearing. Stations: ch. 71 WTPA (TV), ch. 25 WHP-TV and ch. 27 WCMB-TV, all Harrisburg; and ch. 43 WSBA-TV and ch. 49 WNOW-TV York, Pa. [B•T, March 8].

Opposition to Rule Change

OPPOSITION to FCC's proposed rule change to limit network "exclusivity" to tv station's "community" rather than service "area" filed Friday at FCC by ch. 6 WTVR (TV) Richmond. NBC, other stations filed Monday (story page 48).

WTOV-TV Asks Prompt Action

CH. 27 WTOV-TV Norfolk advised FCC Friday it can't continue operating at loss indefinitely, said it would have to suspend unless Commission acts promptly on petition to allocate ch. 13 to Princess Anne, Va., and allow WTOV-TV to switch to vhf channel [B•T, April 5].

THE HUNT IS ON

NINE-FOOT Kodiak bearskin already is among Alaska trophies that Ray V. Hamilton, partner in media brokerage firm of Blackburn-Hamilton Co., will bring home from northern trip. He and Mrs. Hamilton bagged bear two weeks ago on Kodiak Island. Mr. Hamilton claims hunt one of biggest thrills of his life. His future plans along hunting lines prove it. He and his wife went from Kodiak to Pt. Barrow, Alaska, where they hope to add polar bear hide to their collection.

Sincerity Key to Effective Advertising, Buck Contends

IMPORTANCE of sincerity in creating effective advertising was to be stressed in speech for delivery today (Mon.) by Max E. Buck, director of advertising, promotion and merchandising for WNBC-WNBT (TV) New York, before convention of Connecticut Food Merchants Assn. in Hartford. Mr. Buck will contend radio and television offer "greater opportunity for sincere sales talks because the warmth of your voice and the honesty of your face quickly document or expose your true feelings."

Sponsor Buys All-Night Show Aimed at Aiding Students

ALL-NIGHT broadcast directed at Columbia City (Ind.) High School Senior Prom was carried Friday by WOWO Fort Wayne, Ind., as public service. Idea was proposed by Columbia City Chamber of Commerce as means of keeping students in group instead of roaming countryside all night in autos in line with scholastic tradition. After WOWO agreed to stage broadcast, Whitley County rural electric cooperative decided to sponsor broadcast. WOWO disc jockeys and other entertainers joined in night-long festival, running 10:30 p.m. to 5:30 a.m.

UPCOMING

May 13: Illinois Broadcasters Assn., Leland Hotel, Springfield.
May 14: Television Advertising Bureau, Palmer House, Chicago.
May 14: International Advertising Assn., Hotel Plaza, New York.
May 15: Indiana Radio-Tv Newsmen, WISH studios, Indianapolis.

For other Upcomings, see page 121.

PEOPLE

NORMAN MATHEWS, manager of radio-tv commercial production department, Dancer-Fitzgerald-Sample, N. Y., appointed a vice president of agency.

DON L. CHAPIN, coordinator for Tri-State Tv Network, consisting of WKRC-TV Cincinnati, WHIO-TV Dayton, and WTVN (TV) Columbus, transfers from Cincinnati to New York June 1 as network's director of national sales.

SAVINGTON W. CRAMPTON, agency creative head, Hutchins Adv., N. Y., appointed radio and television supervisor on portion of ABC *Breakfast Club* simulcast sponsored by Philco. In new capacity he will have complete agency responsibility for all radio and television commercials, as well as all contact on shows.

SAMUEL E. FELDMAN, for past five years eastern division manager of ASCAP, promoted to assistant sales manager, to handle radio-tv affairs primarily.

WILLIAM E. NICHOLS, sales staff, KFRC San Francisco, appointed sales manager, succeeding the late **MERWYN McCABE** [B•T, April 19].

JOHN J. SIGNOR, formerly of Raymond Rosen Co., distributor, named advertising-sales promotion manager of KYW Philadelphia.

HARRY L. BAUER appointed vice president and general manager of Chicago office of McCarty Co., Los Angeles advertising agency.

EDGAR KOBAK, president of Adv. Research Foundation, and **FAIRFAX M. CONE,** president of Foote, Cone & Belding, Chicago, appointed moderators for Chicago *Tribune's* fifth annual distribution and advertising forum May 17-18.

HERBERT V. COUGHLIN, vice president, Peck Agency, N. Y., to Abbott Kimball Co., N. Y., as a vice president and member of plans board.

EDWARD R. MURROW, CBS commentator, will be presented with 1954 Roosevelt College award for "Distinguished Service to the Principles of American Democracy" at ninth anniversary celebration of college in Chicago on May 26.

Godfrey Segment Sold

BRISTOL-MYERS Co. (Bufferin & Vitalis) to sponsor 10-10:15 a.m. segment of *Arthur Godfrey Time* on CBS simulcasts starting May 11 (Tuesdays and Thursdays) on radio and tv and alternate Fridays on radio exclusively. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Power Productions Formed

FORMATION of Jules Power Productions Inc., with offices in Chicago, New York and St. Louis was announced Friday by Jules Power, Chicago tv producer. He previously was partner and executive producer with Herbert S. Laufman & Co., tv producer, under name of Jules Pewowar. He will utilize members of his former staff.

Tv Set Sales Over Billion

MANUFACTURERS' home tv set sales hit $1,188,060,000 last year, accounting for 74% of total sales of radio-tv-phonograph instruments, Census Bureau stated in preliminary estimates Friday. Total sales were $1,599,634,000.

COVER

NORTH CAROLINA'S

RICH, GROWING*

"GOLDEN TRIANGLE"

WINSTON SALEM

Greensboro • High Point

WITH

WSJS TELEVISION CHANNEL 12

*202,954 sets as of May 1, 1954—An Increase of Over 35,000 Sets in 6 months

NBC

Interconnected Television Affiliate

National Representative:

The Headley-Reed Company

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies	28	Film	31	On All Accounts	20
At Deadline	7	For the Record	104	Open Mike	16
Awards	100	Government	48	Our Respects	22
Closed Circuit	5	In Review	12	Personnel Relations	92
Editorial	122	International	101	Programs & Promotion	102
Education	99	Lead Story	27	Program Services	91
Facts & Figures	45	Manufacturing	96	Stations	68
Feature Section	75	Networks	94	Trade Associations	36

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Lawrence Christopher, *Technical Editor;* David Berlyn, Harold Hopkins, Don West, *Assistant Editors;* Patricia Kielty, *Special Issues; Staff:* Ray Ahearn, Jonah Gitlitz, Louis Rosenman; *Editorial Assistants:* Kathryn Ann Fisher, Elsie Moore, Peter Pence, Joan Sheehan, Harriet Sinrod; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS — Maury Long, *Vice President and General Manager;* Ed Sellers, *Southern Sales Manager;* George L. Dant, *Advertising Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Wilson D. McCarthy, Betty Bowers; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* William Bolbecker, Robert Deacon, Betty Jacobs, Joel H. Johnston, Sharleen Kelley.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications., Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

Washington, D. C.— where money is made!

Inside the Bureau of Engraving *and* outside . . . everywhere you look they're making money in Washington. We've got the *highest major-market family income in the nation here*—a lovely green $7,259 per family! That's 40% higher than the national average and considerably higher even than our own record high of last year.

What's inside Treasury you can't take with you . . . but your share of the treasure outside is here for the asking—*if* you ask for it over WTOP RADIO (Washington's most listened-to radio station) and WTOP-TV (Washington's most watched television station). For these Washington Post-CBS stations deliver more potential customers each week for your sales messages than any other radio and/or television stations in the Washington metropolitan area.

SOURCES: Sales Management, May 1954 (top 25 metropolitan areas); Pulse and Telepulse, Jan.-Dec. 1953

WTOP Radio
Represented by
CBS Radio Spot Sales

WTOP-TV
Represented by
CBS
Television Spot Sales

SUMMER TIME

is

SELLING TIME

in coastal california

MORE PEOPLE

★ MORE MONEY

★ MORE SALES

KEY-T covers California's largest single station market with programming from all 4 major networks

CBS ★ NBC

ABC ★ DuMONT

Low cost per thousand

Large unduplicated audience

Best over-all programming in America

THE KEY TO COASTAL CALIFORNIA

KEY-T channel **3**

Video power 50,100 watts
Audio power 25,000 watts
Antenna 4,211 Ft. above sea level

Represented nationally by
GEORGE P. HOLLINGBERY CO.

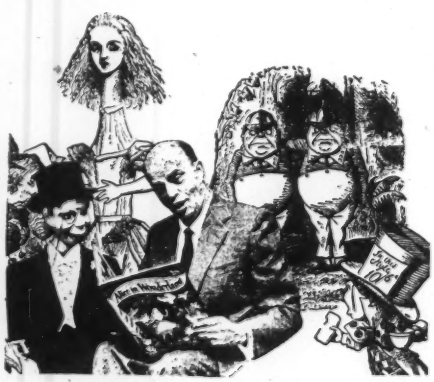
KEY-T

KRAFT TELEVISION THEATRE

Network: NBC-TV
Time: Wed., 9-10 p.m. EDT
Play (5/5): "Alice in Wonderland"
Adapted By: Jack Roche from book by Lewis Carroll
Narrators: Edgar Bergen & Charlie McCarthy
Cast: Robin Morgan, Bobby Clark, Art Carney, James Barton, Arnold Moss, Ernest Truex, Blanche Yurka, Joe E. Walsh, Arthur Treacher, Una O'Connor, Fredd Wayne, Joe E. Marks, Cliff Hall, Chandler Cowles, Paul Newman, Malcolm Beggs, Jerome Kilty, Iggy Wolfington, Carl White
Producer-Director: Maury Holland
Designer: Duane McKinney
Announcer: Ed Hirlahey
Sponsor: Kraft Foods Co
Agency: J. Walter Thompson Co.
Production Cost: Approximately $35,000

TO PROPERLY mark its seventh anniversary in tv, *Kraft Television Theatre* set out last Wednesday night to do something special—a video adaptation of the Lewis Carroll classic, "Alice in Wonderland." Adapting a fantasy of the "Alice" calibre and reputation to another medium is a pretty ambitious job. To guarantee that it would be done well, an impressive collection of actors and actresses were engaged to bring "Alice" to life for televiewers who, because of past *Kraft Television Theatre* productions, had every reason to anticipate a truly pleasurable hour in Mr. Carroll's world of makebelieve.

Unfortunately, things didn't turn out that way. The television "Alice", as adapted from the book by Jack Roche, bore not the slightest resemblance to the "Alice" Mr. Carroll created. The interpretation of "Alice" that was telecast betrayed Mr. Roche's lack of sensitivity to the



EDGAR BERGEN & CHARLIE MC CARTHY
A not so awesome wonderland

charm of the original story rather noticeably. He obviously puts no stock in fairy tales. To make sure viewers didn't get lost in a wonderland, as they most surely should have had "Alice" been adapted and played correctly, he wrote Edgar Bergen and Charlie McCarthy into the script—a decidedly realistic touch that had no place in a fantasy. Advance press releases on this production informed that Mr. Bergen and his sidekick would narrate the show. That would have been acceptable enough. What they actually did do was participate in it. They journeyed hand-in-hand with Alice through wonderland, dressed fashionably in white tie and tails. The dialogue which Mr. Roche penned for them carried poetic license beyond the point of credibility. Charlie did severe damage to the story with his usual wisecracking. Remarks such as "My psychiatrist would never believe this!" were frequent and totally out of place. At one point he made reference to a crazy mixed up bunny. This sort of comment simply did not fit. It was out of harmony with the tone "Alice" must retain if it is to be effective.

Robin Morgan was badly miscast as Alice. Any similarity between her and the whimsical, delicate Alice in the novel can be attributed to the costume designer. The dress Miss Morgan wore fit the part. She did not. She was no more awed by her excursion into wonderland than you might expect a sophisticated child actress to be. Miss Morgan was in a tv studio playing a part and at no point in the play did she lead her audience to believe she was anywhere else.

Supporting roles, for the most part, were not played with much imagination or conviction. The only three in the cast who seemed at all acquainted with stylized characterization were Una O'Connor, who played the Cook, Art Carnew, the Mad Hatter, and Fredd Wayne, the March Hare.*

Unlike the play, the production aspect of "Alice" was up to Kraft's usually high standards. There were some very fine sets for Alice to wander through and some good camera work that helped create her illusionary world. The costumes and makeup were excellent.

The commercials followed Kraft's set routine —its food products attractively prepared and displayed. What Kraft whipped up during the commercial segments was far more appetizing than the main course at its seventh birthday party.

YOUR VOICE OF AMERICA

Network: ABC Radio
Time: Sat., 10-10:30 p.m. EDT
Narrator: Don Gardiner
Producer-Director: Telly Savalas
Writer: Ira Marion
Announcer: Milton Cross
Production Cost: $700 per week

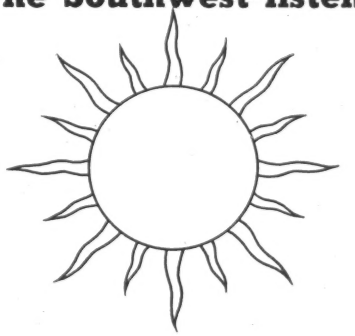
RARE opportunity for Americans to hear the material that is beamed by the Voice of America to countries behind the iron and bamboo curtains is provided in ABC Radio's *Your Voice of America* series, which started April 24.

The series, presented in cooperation with the Voice, reports the past week's activity of that organization. It consists of actual tapes of VOA programs beamed overseas to Communist-controlled areas, with narration supplied by Don Gardiner. From time to time, the program features outstanding personalities in the U. S. speaking in one of the 34 languages in which the Voice broadcasts.

The program under consideration on May 1 centered around the Communist celebration of May Day and observance of Easter Sunday, as celebrated by followers of the Eastern Orthodox faith. A special feature of the program was an interview with Edward Lathan, acting director of VOA, on the aims and accomplishments of the Voice to date.

The series underlines once again radio's preeminent role in the documentary field and its adaptability for public service programming of high calibre. Judicious editing of Voice tapes and pointed commentary by Mr. Gardiner add up to a highly provocative program that should appeal to all who are concerned with the work of the U. S. in attempting to counteract Communist propaganda and bring the truth to the peoples of the world.

All Summer Long
The Southwest listens to WOAI!



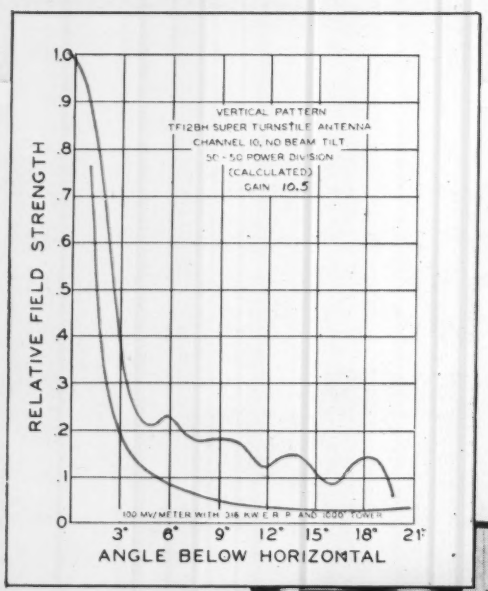
In the summer, radio plays a bigger part
than ever in the life of the Southwest.
Radio goes along to the beaches,
camps and back yard barbecues.
Radio goes along on weekend driving trips.
Nearly all family cars sold in the great
auto distribution center of San Antonio
are equipped with radios. This extra use of
portable and car radios in summertime
adds a healthy plus to the huge WOAI
dominance of radio homes in the Southwest,
as shown by SAMS and Nielsen.
Sell to the people of the Southwest
better than ever, more than ever, this summer.
Send your sales message wherever they go . . .
via WOAI Radio.

WOAI

"The most powerful advertising
influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate
represented by Edward Petry & Co., Inc.

How to "saturate"



Vertical Field Pattern of new RCA TF-12BH 50-kw antenna. Note complete absence of vertical nulls. Operated in conjunction with an RCA 50-kw TT-50AH transmitter, this antenna will "saturate" your service area with strong signals.

RCA 50-kw VHF transmitter. TT-50AH Now in regular production, this transmitter is the ultimate in high power for channels 7 to 13. P.A.'s operate with standard power tetrodes (obtained from any RCA Tube Distributor).

an entire service area

(CHANNELS 7 TO 13)

RCA's new 50-kw VHF transmitter, and an RCA TF-12BH Superturnstile antenna, will "flood" your service area with strong signals — close in AND far out!

Tailored to "consultants' specifications," RCA's 50-kw antenna-transmitter combination is your answer for maximum ERP *and* "saturation" coverage on channels 7 to 13.

"Rain" your signals in all directions!

No need to "beam" to reach specific areas. You get saturation everywhere—close in *and* far out. Reason: RCA's TF-12BH high-gain antenna delivers two to three times the required field strength—even in minimum signal areas. And it makes no difference whether you use an extremely high tower—or one of average height. This is the one transmitter-antenna combination that develops 316 KW ERP—*with power to spare!*

Antenna System takes full 50-kw input!

RCA's TF-12BH high-gain antenna and antenna components will take the full output of the 50-kw VHF transmitter—with a high factor of safety. Designed for pedestal or for tower-mounting, RCA antennas withstand windloads of 110 miles, and more. A unique switchable feed system enables you to switch power from one part of the antenna to another QUICKLY—an important advantage that will keep you on-air during an emergency.

A 50-kw VHF System—completely matched!

RCA can supply 50-kw systems matched precisely for peak performance—from antenna, transmitter, transmission line, fittings, tower, r-f loads, wattmeters, and diplexers—to the hundreds of individual components required by the carefully planned station plant.

Qualified planning help is vital!

For experienced assistance in planning a transmitter-antenna system that will literally "blanket" your service area with strong signals, call your RCA Broadcast Sales Representative. *He knows systems-planning from A to Z.*

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION

CAMDEN, N.J.

Now! build a brand new . . .

SENSATIONAL DISC JOCKEY PROGRAM with SHOW STOPPERS

Three hundred madcap "characters" are ready (and eager) to speak, whisper and shout to your disc jockey!
The greatest collection of character voices ever recorded will tease, flatter and sometimes completely ignore your DJ. Each a distinct personality —he may "guest" as a congressman, a crusader or even a lady wrestler. But it all adds up to fun from chuckles to pandemonium and back again.

SHOW STOPPERS set up the comedy situation and the comedy voice for your straight-man disc jockey. Sometimes the DJ talks to the S/S "character" using lines from scripts supplied with the package. Other times he just sits back and takes it—or ducks! But either way the laughs are guaranteed! SHOW/STOPPERS cut-ins make every show a rollicking, unpredictable fun-packed session!

Over Sixty Character Voices!

from	Torrid senoritas
to	Bashful bobbysoxers
from	Irish washwomen
to	Park Ave. matrons
from	Two-gun desperados
to	Poet lecturers
from	Pesky kids
to	Crotchety grandpas

You get Seventeen dialects!

Cockney	Western
Brooklyn	Chinese
Irish	Mexican
Swedish	Hillbilly
British	French
Down-East	Scotch
German	Colored
Japanese	Italian
Southern	

SHOW STOPPERS are now featured on stations in forty-four states and eight Canadian Provinces

Important stations like:

KQV Pittsburgh · WCOP Boston · KOWH Omaha · WREC Memphis · KXEL Waterloo · CJAD Montreal

With SHOW/STOPPERS your Disc Jockey will become the "town character". . . . Everybody will be talking about him—because everybody will be **listening** to him!

SHOW/STOPPERS

PRODUCED BY
CLARKSON FIRST FEATURES
274 MADISON AVENUE NEW YORK 17, N. Y.
Telephone: Lexington 2-3163

OPEN MIKE

Film Features Useful

EDITOR:

We have been receiving your film features section since you started them. . . .

I think you are doing a swell job in providing television people with this section, and want to congratulate you on it.

Dan Thompson
Director of Radio & Tv
National Safety Council
Chicago

Safe All 'Round

EDITOR:

Who's on first? was the question asked by Harold E. Sheffers, president-general manager of WUST Bethesda, Md., in complaining about your April 5 picture story of WLIB receiving from Dr. Channing Tobias, chairman of the NAACP Board, and Walter White, executive secretary, the first award ever presented by the National Assn. for the Advancement of Colored People.

Mr. Sheffers is right. WUST Bethesda did receive an award from Eugene Davidson, president of the Washington, D. C., Chapter of the NAACP. The award which I received for WLIB and the picture you carried on April 5th, was the first national award ever offered by the National Assn. for the Advancement of Colored People.

Mr. Sheffers was on first, but in another ball park, in a different city.

Once again, B•T is right.

Harry Novik
General Manager
WLIB New York

McJunkin Now Gordon Best

EDITOR:

On page 24, of the April 26th BROADCASTING • TELECASTING, top of column 2, reference is made to "the now-defunct McJunkin agency." . . .

The McJunkin Advertising Co. was founded in 1905 and has operated continuously since that time. In 1947 the name was changed, but the corporation, its officers and executives remained exactly the same as before.

You will note that the name McJunkin still appears at the bottom of our letterhead. . . .

Gordon Best, President
Gordon Best Co. Inc.
Chicago

[EDITOR'S NOTE: Our apologies for the error in phrasing. In 1947 the name of the McJunkin Advertising Co. was changed to the Gordon Best Co. Inc.]

37 Stations Use Korda

EDITOR:

. . . Incidentally, our feelings are hurt at not being listed among the feature film distributors cited on pages 70-71 of the 4-12-54 issue. We ship far more film than most of the companies named and are at present servicing about 37 stations with KORDA features, and about 30 with Dick Tracy. It is difficult to understand how we could have been passed over in these listings, since the KORDA package is being shown in so many cities and still ranks very near the top in popularity. Maybe the editors of the article have difficulty placing us. Off-hand, I should think our volume might be somewhere near that of Comet, which you rank 7th. . . .

J. A. Byers, Comptroller
Combined Television
Pictures Inc.
Beverly Hills, Calif.

[EDITOR'S NOTE: Film distributors listed in the April 12 article "Feature Film" were those furnished by stations cooperating in B•T's survey on feature film costs and sales.]

PEGGY LEE

LES BROWN

TERESA BREWER

RALPH FLANAGAN

FRAN WARREN

NAT "KING" COLE

bigger profits three ways!

Here is how you increase your profits with the new combined Studio Telescription Library*

1. BIGGER AUDIENCES are attracted to programs featuring Studio Telescriptions. With the Studio Telescription Library, over 1,100 three minute films produced especially for TV, you have the nation's top musical stars in lavish settings creating unprecedented popularity for your shows.

2. LOWER PRODUCTION COSTS are made possible because, with all talent on film, it takes only minutes to build any number of sparkling, production-type programs. The Library is complete with handy index files, sample scripts, program ideas and background material for your MC, and the monthly charge is unbelievably low!

3. MORE SPONSORS flock to Telescription shows with their high listener ratings. Now, even local advertisers can capitalize on the miracle selling power of top quality television and top name stars, wherever Telescriptions have eliminated high production costs.

Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can bring bigger-than-ever profits to you.

**consisting of Studio Musi-Films and Snader Telescriptions.*

put scores of top name artists on your regular staff

DON'T DELAY . . . DON'T WRITE
CALL COLLECT: OXford 7-2590

S F

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

Exclusive distributors of Studio Telescriptions

IN CANADA: ALL-CANADA TELEVISION, 129 ADELAIDE ST. WEST, TORONTO, ONT., EMPIRE 3-2632

when
you
think
of
the
greater
richer
important
*WHEELING
west
virginia
market
—think
of

*Wheeling — Steubenville — Weirton — Bellaire — Martins Ferry — and towns in 26 counties in West Virginia, Ohio and Pennsylvania — all in WTRF-TV's primary market area — over 260,000 television families who look to WTRF-TV for their television entertainment.

now
316,000
WATTS

represented by Hollingbery

phone Wheeling 1177

Radio Affiliates WTRF • WTRF-FM

Robt. W. Ferguson, VP & GM

OPEN MIKE

Answer Coming Up

EDITOR:

. . . Radio stations all over the country have just received the usual, free copy of *Today's Woman*. It's sent to us in the hope that we'll get in a free mention of the book or some item in it.

Yet on page 12, an item by Jack Cluett, the radio-tv editor says, in part ". . . The statistic I'm waiting for is the number of radio sets that are ever turned on in the 27 million homes that have a choice of either medium." . . .

Miles Tod Williams
Assistant Manager
WEAN Providence, R. I.

P. S.—Kevin Sweeney is sending Cluett "the statistic" he wants to see.

Bryson Bill Advocate

EDITOR:

. . . register a strong protest to your editorial "Upon Sober Consideration" in the issue of B•T of April 26, 1954.

In high and haughty tones you pontificate that no one "in his right mind" wants that for which the Bryson bill stands—the elimination of liquor advertising on radio and television. . . .

The rising tide of sentiment in this nation is directly on the opposite side. In fact, according to carefully conducted surveys, already 37% of the people in this nation are in favor of total prohibition; and much of this sentiment comes about because of unbridled radio and television advertising of beer, wine, etc., encouraged by the attitude of the networks and individual stations exemplified by your downright offensive remark about Representative Bryson's "taking his bill with him."

We, of course, recognize that the Bryson bill is not ideal and leaves much to be desired, but the principle involved is that for which the people of America are increasingly calling. . . .

Francis A. Soper,
Washington, D. C.

Who's on First?

EDITOR:

. . . For shame. Reference to p 66, April 26 B•T (WOOD-TV ups power to full 316 kw)

1. WOOD-TV is not the first station in Michigan at full power with 1,000 foot tower. WJBK-TV—100,000 watts on ch. 2 with 1,057 ft. tower Jan. 12, 1954.

2. WOOD-TV is not Michigan's most powerful station—

WJBK-TV channel 2 is viewed in Grand Rapids.

WOOD-TV channel 8 *is not* viewed in Detroit.

Kenneth H. Boehmer,
Sales Promotion Manager
WJBK Detroit

Cartoon

EDITOR:

I would love to have one of the "Free Publicity" cartoons, suitable for framing, for my office.

Steve Libby
Publicity Director
Fred Waring's Pennsylvanians

EDITOR:

. . . . appreciate a copy of the cartoon "Free Publicity . . . ."

Gene Seehafer
Manager, Research & Sales Promotion, CBS Radio

[EDITOR'S NOTE: Above are two of the 147 individual requests B•T received last week for the March 29 Sid Hix cartoon. While the supply is limited a few more copies are available.]

THREE MIGHTY M's...

that add up to one of the most outstanding advertising opportunities in America!

THE MARKET...

an industrial dynamo of 116 counties, five states wide and a-hum with the manufacturing tempo of plants and mills, mines, factories, transportation webs, and wide-awake communities where many of the nation's most successful businesses have chosen to locate their multi-billion industrial investments!

THE MONEY...

which flows soundly via pay envelopes into the comfortable homes of skilled workers throughout this Ohio Valley region . . . money that stems from the prosperity and progress they have helped build for this bustling market where incomes are higher, sales are brisker, and buying power has the potent wallop of *four billion dollars a year!*

THE MEDIUM...

is the one remaining element needed to complete a perfect climate for exceptional sales. That, too, is here. It's WSAZ-TV, the *one* television station that commands this entire market . . . and exerts a welcome influence upon the ways so many of its prosperous families spend their money. Nothing *sells* so marvelously here as WSAZ-TV! Ask America's top advertisers. The giant opportunity they've found is mighty enough for more to share.

WSAZ

TELEVISION

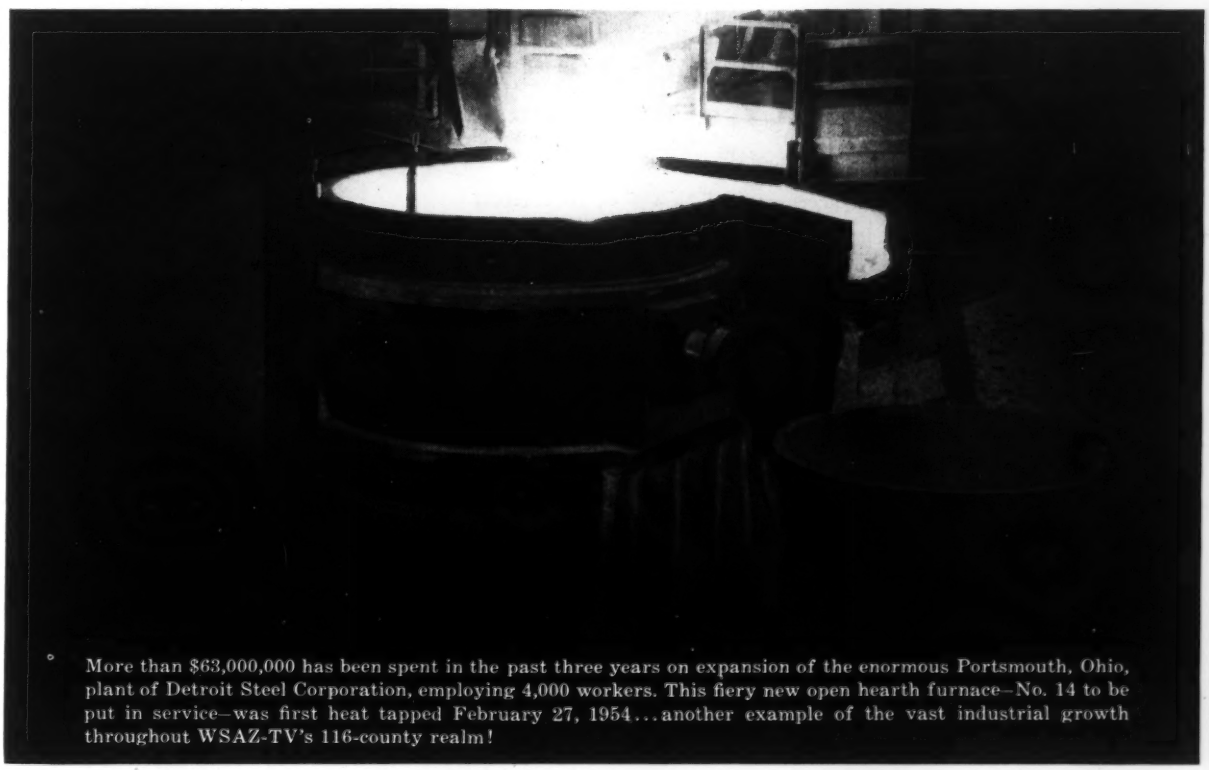
Huntington-Charleston, West Virginia

Channel 3—100,000 watts ERP—NBC-CBS-Du Mont-ABC

Affiliated with Radio Station WSAZ.

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency



More than $63,000,000 has been spent in the past three years on expansion of the enormous Portsmouth, Ohio, plant of Detroit Steel Corporation, employing 4,000 workers. This fiery new open hearth furnace—No. 14 to be put in service—was first heat tapped February 27, 1954... another example of the vast industrial growth throughout WSAZ-TV's 116-county realm!

"No, the weight isn't EQUALLY distributed!"

Measure Kentucky's economic dimensions and you'll find the big Louisville Trading Area *alone* accounts for 55.3% of the State's total retail sales . . . 51.3% of its food sales . . . 59.8% of its drug sales!

5000-watt WAVE delivers this tremendous market intact — covers it (plus a quarter-billion-dollar chunk of Southern Indiana) thoroughly, *without waste circulation.* To reach the rest of Kentucky, you need *many* of the State's 50 *other* stations.

Let NBC Spot Sales give you all the facts on WAVE— the station that really pays off in Kentucky.

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**

NBC Spot Sales, Exclusive National Representatives

LOUIS JOSEPH RIGGIO

on all accounts

LOUIS JOSEPH RIGGIO is just conceivably the choicest blend of tobacco and advertising experience in the industry. Youngest son, at 41, of Vincent Riggio, the successor to George Washington Hill as president of the American Tobacco Co., Louis Riggo currently is a partner in Hilton & Riggio, New York.

From early manhood his career has been marked by an integrated shuttle between the tobacco fields and the field of advertising.

His first job out of Yale was with the American Tobacco Co., as a leaf buyer in the southern markets, traveling through Kentucky and Tennessee from Thanksgiving to March, then through Georgia and the eastern markets the rest of the year.

After two years on that circuit, Mr. Riggio joined his first advertising agency, N. W. Ayer & Son, in New York, as an assistant account representative on the American Telephone & Telegraph account.

To Regents in 1940

He remained with the agency until 1940 when he resigned to correlate his twin interests, joining his brother Frank in the launching of a new king-sized cigarette, Regents. Seven years later he returned to the American Tobacco Co. as director of sales and the following year was named director of sales and advertising. During this period American Tobacco sales were the highest in history. Three years later he joined Peter Hilton to form the present agency, Hilton & Riggio, New York. Today the billing of the firm is approximately $5 million.

In his present role he still supervises the account for Regents, a television spot advertiser.

The agency also handles B-B Pens, which last season sponsored the *George Jessel Show* on ABC-TV, and the newly acquired [B•T, April 19] Coca-Cola Co. of New York business, which is placing a radio and television spot campaign locally.

Mr. Riggio has been married to the former Marcella Modra 20 years. They have twin sons, Louis and Phillip, 16. The family lives at Ardsley-on-Hudson.

Mr. Riggio's hobbies are tennis and television.

JEFFERSON STANDARD BROADCASTING COMPANY

WBT WBTV

CHARLOTTE, NORTH CAROLINA

To Jinie Buyers

From Chas. Crutchfield

OFFICE COMMUNICATION

4-23-54

SUBJECT 1954 Pulse of Charlotte

Again WBT proves ~~itself~~ its' phenomenal hold on its audience

With the competition of 17 listenable radio signals in Charlotte, WBT wins these audience shares:

M-F

6AM-12M — 44%

12M-6PM — 50%

6PM-Midnight — 61%

Out of 500 quarter-hours measured, WBT is first in 489 !*

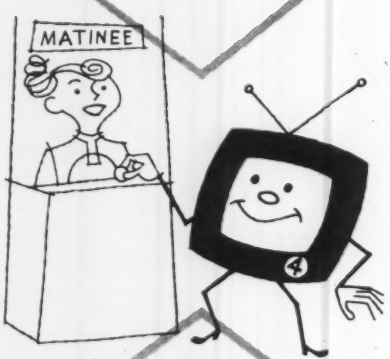
For details call WBT or CBS Radio spot sales.

Sincerely,

C&C

* WBT loses 10-11 Sunday morning

1100 LEADS IN 5 DAYS!



1100 LEADS FOR A $118 ITEM with no bonus offers, prizes or other gimmicks...

TOM FRANDSEN

did this for one of his participating sponsors on

"FRANDSEN'S FEATURES"

1-2:15 p.m. Mon.-Fri.

and

"LATE DATE AT THE MOVIES"

11:20-sign off Mon.-Fri.

•

Let Tom sell for YOU!

Call **KNBH** Hollywood

or **NBC SPOT SALES**

our respects

to BERNARD JAY PROCKTER

BERNARD JAY PROCKTER, president of Prockter Television Enterprises Inc., New York and Hollywood, believes the success of his organization to date and its potentialities for growth in the future are founded in the company's triple-threat makeup.

Mr. Prockter claims that PTE is the only tv production operation that (1) produces live shows; (2) produces filmed shows, and (3) owns its own studios.

"We are organized in such a way that we can satisfy a client if he should shift gears and want a live show on film," Mr. Prockter explains. "We can move in and act rapidly. And that's a tremendous advantage in a business as highly competitive as this one."

Mr. Prockter is a mild-mannered, soft-spoken individual whose forte is a talent for creating new program formats. He is credited with helping to devise programs that placed Bing Crosby, Morton Downey and Kate Smith on radio and with developing *Big Story*, described as the first documentary program presented commercially on radio and television.

Despite these and other evidences of creative imagination, Mr. Prockter professes that as a youngster he had no ambitions calculated to propel him to a career in the entertainment world. He landed his first job with CBS in New York in 1929, he says, because he needed a job and a friend was able to help him.

Mr. Prockter was born in Chicago Aug. 18, 1908. He was educated at the U. of Chicago and the U. of Wisconsin, where he studied business administration.

He remained at CBS from 1929 until 1940, serving in the sales service department and as director of CBS-owned stations and assistant program director.

In 1940 Mr. Prockter joined Biow Co. as radio director. While at the advertising agency, he supervised production on such programs as *Take It or Leave It, What's My Name?* and *Philip Morris Playhouse*.

Mr. Prockter considers June 6, 1944—D-Day—a most significant date in his life. It was on that day that he "invaded" the business world as an independent packager of radio programs. In this capacity, Mr. Prockter packaged *Quick as a Flash, Crime File of Warden Lawes* and *Big Story*, among others.

The success of these packages prompted Mr. Prockter in 1946 to set his sights even higher and he organized the first of several companies for the production and distribution of radio and television programs. The corporate name of Prockter Television Enterprises Inc. was assumed in 1953.

From Mr. Prockter's wide experience in radio and tv film production and distribution has emerged one operational concept which is at variance with that of some industry leaders. He is convinced that a tv film organization cannot be a producer and also a distributor.

"I firmly believe that one or the other operation suffers when a company distributes and produces," Mr. Prockter contends. "You are bound to emphasize one or the other. It's better for a distributor to distribute and a producer to produce."

In line with this business philosophy, Mr. Prockter sold his distribution firm, PSI-TV, late last year to a group headed by Ely Landau. Today Mr. Prockter is exclusively a producer.

His business acumen over the years can best be judged by the growth of his organization from humble beginnings to one that now employs about 100 persons and grossed almost $5 million in 1953.

Together with a group including Ed Pauley, Bob Hope, Sol Lesser and others, he heads American National Studios (old Eagle-Lion Studios) in Hollywood. He will produce certain of his television properties there.

Among Prockter Television Enterprises filmed shows are *Playhouse 15* and *International Police*. Starting in the fall, *Treasury Men in Action*, currently a "live" show, will be produced on film. The company's live television programs are *Man Behind the Badge, Postal Inspector, Quick as a Flash* and *Big Story*.

Perhaps Mr. Prockter's most highly publicized contribution to radio and television production has been *Big Story*. Mr. Prockter himself is extremely gratified with *Big Story*, not only because it represented his first major "hit," but because the program has sustained singular sponsor loyalty. On radio the program has been sponsored continuously by the American Tobacco Co. since April 1947. On television, American Tobacco sponsored the program on an exclusive basis until last February at which time the Simoniz Co. signed to share sponsorship.

It was the success of *Big Story* that impressed on Mr. Prockter the potentialities of other programming in the documentary area, and he consequently developed *Treasury Men in Action* and *Postal Inspector*.

Mr. Prockter married the former Ruth Rosenthal of New York, whose father, Julius C. Rosenthal, formerly was general manager of ASCAP. They live with their two children, Jules, 17, and Lawrence, 12, in New Rochelle, N. Y.

These days Mr. Prockter is a harried commuter between his home in the East and his studios on the West Coast, but he still finds time occasionally to play golf at the Vernon Hill Country Club in Tuckahoe, N. Y.

How little it takes

If you're buying radio not just for a long-range "institutional" purpose but to *move goods now*, take a hint from some of today's smartest advertisers: Get the most for the least—buy *spot radio, on key stations.* In comparison with *any other* advertising, the cost is chicken feed. A handful of good stations will cover the kernel of the market. WJR alone, for instance, covers 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR

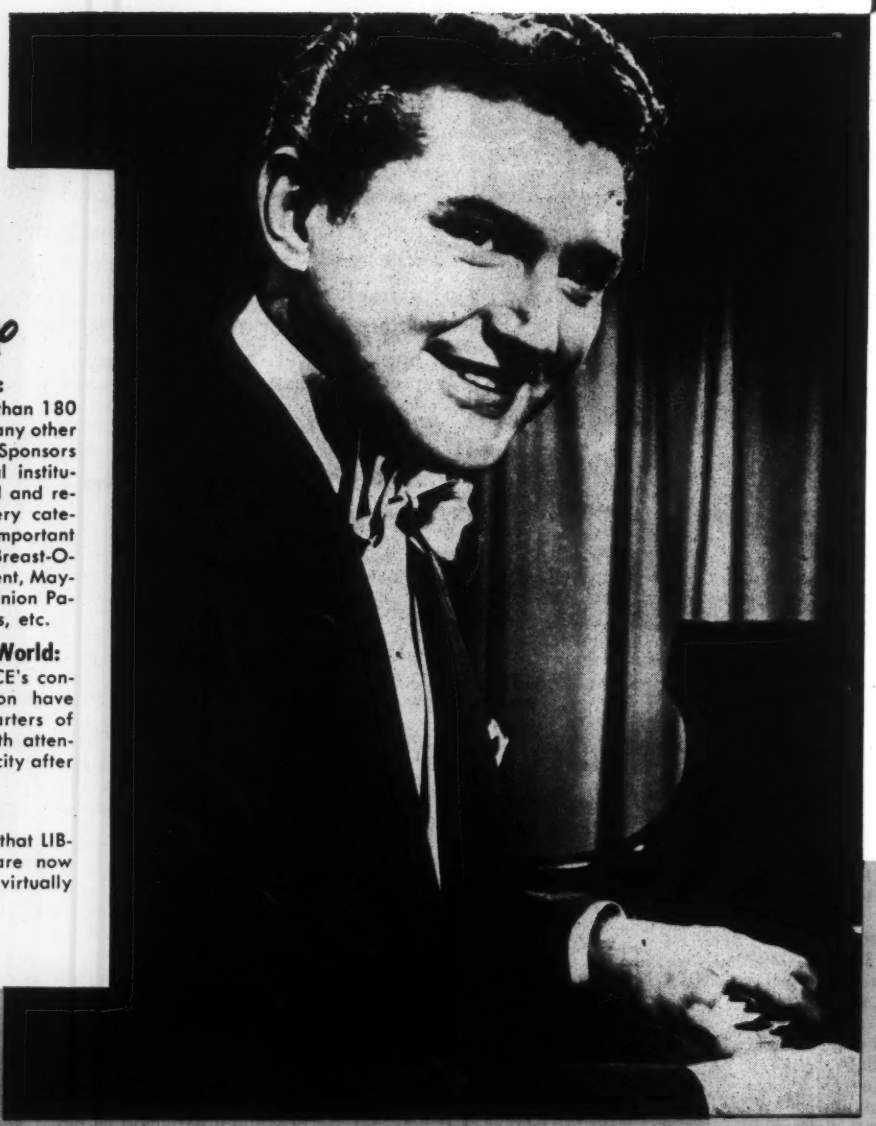
Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

sweet music for sponsors!

the NEW Lib



that fabulous *Liberace*

TV's Biggest Success Story:
Now sponsored in more than 180 TV markets—more than any other TV show in the country! Sponsors include over 50 financial institutions, plus scores of local and regional advertisers in every category . . . including such important regional sponsors as Breast-O-Chicken Tuna, All Detergent, Maybelline, Serta Mattress, Union Pacific Railroad, Yes Tissues, etc.

Sensation of the Concert World:
In the past year, LIBERACE's concerts all over the nation have grossed nearly three-quarters of a million dollars . . . with attendance records broken in city after city!

Record Sales Hit the Top:
Columbia Records report that LIBERACE Record Albums are now outselling all others in virtually every city in the country.

HURRY . . . BEFORE YOUR MARKET IS SOLD!

eraee

radio show

52 WEEKS OF SPARKLING HALF-HOUR PROGRAMS

TV's most exciting musical personality in a brand-new half-hour series produced and transcribed expressly for radio!

Starring America's keyboard virtuoso, LIBERACE — his brother George, and orchestra.

Backed by a dynamic merchandising and exploitation campaign . . . including a sensational record "give-away" promotion.

Designed for three powerhouse commercials, plus opening and closing sponsor identifications. Also available: Personalized LIBERACE Bank Commercials.

Guild's realistic price policy makes it your biggest and best radio "buy!"

It's a sure winner . . . So act fast! Wire . . . phone . . . or use this special priority coupon. . . .

Please grant us option in the following markets; said option to expire 48 hours after you wire us prices.

*Name*_____

*Title*_____

*Firm*_____

*City*_____ *State*_____

*Markets Requested*_____

BT

Guild Films
RADIO DIVISION
420 MADISON AVENUE NEW YORK, N. Y.

All Orders And Options Accepted On A First Come, First Served Basis!

Left: A view of the Ft. Worth Livestock Market Institute. *Below:* Mr. Ted Gouldy, Secretary-General Manager.

KWKH (IN SHREVEPORT) SENDS CATTLE TO TEXAS!

The following unsolicited letter from Mr. Ted Gouldy, Secretary-General Manager of the Ft. Worth Livestock Market Institute, Inc., tells the whole story – especially if you remember that Ft. Worth is 220 miles from Shreveport.

"When the Ft. Worth Livestock Market Institute bought KWKH for a spot campaign, we frankly did it with some temerity.

"The great distance between our cities, and an intervening state line, made it appear that we were perhaps going pretty far afield.

"However, I can say without qualification — the portion of our budget spent on KWKH has been one of the bright spots of our outlay.

"We have actually traced many shipments of livestock that came here because they 'heard us on KWKH'.

"Feel free at any time to refer doubting time buyers to me. It will be a pleasure to recommend KWKH to them without reservation."

Ted Gouldy

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio •

SHREVEPORT — Texas / LOUISIANA / Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

May 10, 1954 Vol. 46, No. 19

TAB TO BE IN FULL SWING TO SWAY NEXT FALL'S BUYING

Projected Television Advertising Bureau will meet with television licensees in Chicago next Friday. Six more tv operators joined the ranks last week to bring total organizing principals to 38.

THE NEW tv sales promotion project, Television Advertising Bureau, promised last week it would be operating in time to influence fall-winter planning by advertisers and agencies.

Richard A. Moore, KTTV (TV) Los Angeles, temporary chairman of the TAB organizing committee, announced that six more stations had lined up with TAB last week, making a total of 38 on the committee.

The organizers will meet Friday at the Palmer House, Chicago, to draft basic plans. A full meeting to which all tv licensees and operators are invited will be held May 24, 9 a.m.-1 p.m., at the Palmer House during NARTB convention week. Officers will be elected, with charter and bylaws, budget and sales program to be adopted.

While NARTB is not included in TAB, Richard P. Doherty, head of Television Radio Management Corp. and consultant to the new group, said it is in no sense a "rump" organization, and many loyal NARTB supporters are taking active roles.

TAB was started originally without network participation but it was learned Friday that each tv network has been invited to send one representative to the May 14 organizing committee meeting. All network o&o stations will be invited to send representatives to the May 24 meeting during the convention.

'Regrettable,' Says Swezey

Robert D. Swezey, WDSU-TV New Orleans general manager and chairman of the NARTB Tv Board, contends "it would be regrettable" if industry groups with the same objective should duplicate or impede each other's efforts [B•T, May 3]. He reminded that NARTB has been working on a similar project for a year-and-a-half, and expects within a few weeks to have before it a complete organization plan for a tv advertising bureau that later would operate outside the NARTB fold as was done in the case of BAB.

Mr. Doherty said TAB had "exploded into existence" and is ready to begin its work in time to promote tv's share of fall budgets. In a letter to tv stations he said networks "have done a magnificent job promoting and selling tv to national advertisers." He said all stations must have an organized effort "to bring tv dollars to the local market."

Edgar Kobak, WTWA Thomson, Ga., consultant, president of Advertising Research Foundation, and an NARTB Radio Board member, said last week that any TAB plan not including network participation would be "a mistake." He warned, too, against network encroachment in the spot field as well as "playing fast and loose" with rate cards (see story, page 38). Addressing the monthly meeting of the Broadcast Executives Club, Chicago, he said networks, representatives and stations should be represented in such a bureau.

New member stations joining TAB last week, according to Mr. Moore, were Chris J. Witting, president of Westinghouse Broadcasting Inc. (WBZ-TV Boston, WPTZ [TV] Philadelphia); Edwin K. Wheeler, general manager of WWJ-TV Detroit; J. M. Higgins, general manager of WTHI-TV Terre Haute, Ind.; Don Davis, vice president of WHB-TV Kansas City; Charles Crutchfield, vice president and general manager of WBTV (TV) Charlotte, N. C.; Jack Harris, vice president-general manager, KPRC Houston.

Mr. Moore noted that the TAB organizing committee comprises a cross-section of tv stations, including large and small stations, independents and network affiliates. Discussing the May 14 meeting, he said:

A preliminary program designed to fit the selling and promotional needs and desires of the industry will be planned at the Chicago meeting. A proposed charter and bylaws, to be decided upon later in the month when officers are elected, will be discussed. The work accomplished at the Chicago meeting, as well as the one which will follow, will enable the TAB to function as an effective, full-fledged organization in time to act for the industry when next fall's advertising budgets are worked out later this spring and summer. It is the intention of the Bureau to see that tv stations come in for a larger share of advertising expenditures.

Neville Miller, for many years president of the former NAB and member of the law firm of Miller & Schroeder, has been retained by

KATZ AGENCY REPORT LAUDS DAYTIME TV

DAYTIME television offers advertisers remarkably high viewing at invitingly low costs, according to a special study made by The Katz Agency, station representatives, in the 17 markets where there are Katz-represented tv stations. Titled "Let's Take a Look at Daytime Television," the Katz report shows:

• Sets-in-use averages 11.9 in the morning, 17.1 in the afternoon.

• Average ratings of daytime programs on Katz-represented stations in these markets was 6.9 in the morning, 7.6 in the afternoon.

• Average cost of reaching 1,000 tv homes with a one-minute announcement at the one-time rate was $1.95 in the morning, $1.92 in the afternoon. At the 104-time rate, the cost-per-thousand is practically identical: $1.65 in the morning, $1.64 in the afternoon.

Actual costs to the advertiser may run a lot lower than those figures, the survey notes, since stations offer a great variety of daytime incentive plans. These range from package plans offering five or six announcements a week at a flat overall rate to a 10-plan or 12-plan which may earn discounts as much as 40-50% off the regular rate.

Specific examples cited by the study show that one advertiser with an announcement schedule is getting average ratings of 13.6 for his spots, nearly the station average, for a cost of 74 cents per thousand homes. Another advertiser, on another Katz station, is getting audience ratings averaging 9.2 for his spots, which cost 48 cents per thousand homes.

The skyrocketing of daytime tv viewing is stressed in the Katz report, which cites Nielsen figures showing an increase from 5.3 million home-viewing hours a day available to the advertiser in 1950 to 41.9 million home-viewing hours in 1953. "Estimates for 1954 are much higher," is the Katz comment.

Hour-by-hour sets-in-use breakdown from 9 a.m. to 6 p.m. shows the following 17-market average sets-in-use figures:

Time	Sets-in-use
9:00-10:00 a.m.	8.5
10:00-11:00 a.m.	12.5
11:00-12:00 noon	14.2
12:00-1:00 p.m.	15.6
1:00-2:00 p.m.	14.2
2:00-3:00 p.m.	14.6
3:00-4:00 p.m.	16.5
4:00-5:00 p.m.	17.5
5:00-6:00 p.m.	24.2

The average daytime ratings of the Katz-represented stations in the 17 markets covered by the study—6.9 for the morning 9 a.m. - 12 noon period, 7.6 for the afternoon 12 noon - 6 p.m. period—failed to match up to the 24.2 average for those stations during Class A or AA evening time, the study discloses. Neither do the daytime cost-per-thousand figures of $1.95 in the morning and $1.92 in the afternoon at the one-time rate and of $1.65 and $1.64 at the 104-time rate match the evening cost-per-thousand of $1.45 and $1.24 at the one-time and 104-time rates, respectively.

But despite this apparent advantage of the nighttime hours on tv, the Katz study points out that daytime still has some features that make its use advantageous for the advertiser:

1. It allows for longer commercials, with more to sell.

2. With more availabilities to choose from, the advertiser has a far better chance to buy ratings above the average than in the nighttime.

3. Daytime tv costs are subject to more discounts than nighttime. Therefore, the daytime advertiser may end up with a substantially lower cost-per-thousand than the nighttime advertiser.

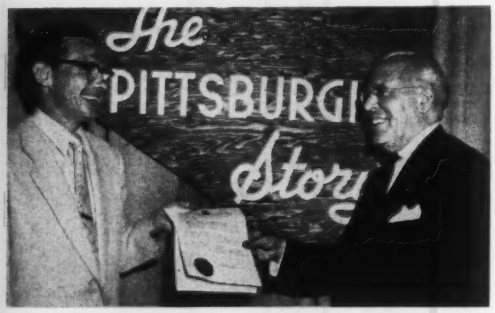
4. As gross charges for daytime tv are much lower than nighttime, the small and medium-size advertiser finds his budget will go much farther in the daytime.

5. Daytime rates are not being increased to the same degrees as nighttime.

6. Daytime viewing is expanding rapidly.

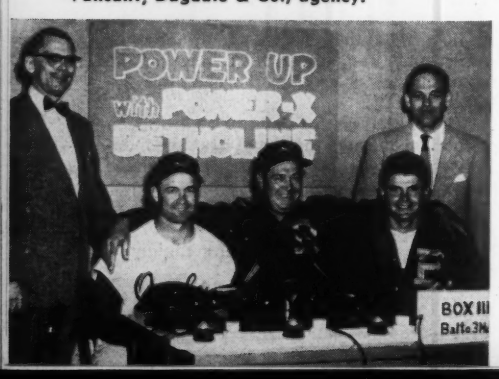
PORTO RICO Pale Dry Co. will run a saturation spot campaign on WCAU-TV Philadelphia for an indefinite period. Agreeing are (l to r) Jack Stull, Porto Rico rep.; Barney Kramer, Gresh & Kramer, agency for account; M. J. Cohen, pres., and Marty Kamison, sls. mgr., both Porto Rico, and E. Gordon Walls, WCAU-TV sls. rep.

NATIONAL Advertising Agency Network's Premier Award in its 1954 creative competition goes to American Beverage Co. for weekly *NORD* (New Orleans Recreation Dept.) *Playhouse* on WDSU-TV that city. L to r: Frederic R. Swigart, Whitlock-Swigart agency; Paul R. Bartels of ABC, accepting award from WDSU-TV Director Ken Muller, and Tom Fox, NORD.



PITTSBURGH Mayor David L. Lawrence (r) presents citation to WDTV (TV) Program Manager Byron Dowty for the DuMont outlet's public service, during 100th telecast of *Pittsburgh Story*, joint program by station and Chamber of Commerce.

BALTIMORE Orioles' winning battery in first home game appear on *Talk to the Stars*, sponsored by Sherwood Brothers (for Betholine-Sinclair petroleum products) on WAAM (TV) and WMAR-TV that city. L to r: Fred D. McCauley, Sherwood mchdsg. mgr.; Clint Courtney, Orioles catcher; ex-pitcher Bobo Newsom, show m.c.; Bob Turley, Orioles pitcher; Harry Brian, v.p., Vansant, Dugdale & Co., agency.



TAB as special legal counsel [CLOSED CIRCUIT, May 3]. Mr. Miller is working on the organization format, including charter and by-laws. He will submit his plans to the May 14 session.

TAB grew out of a planning session held April 22-23 in New York [B•T, April 26]. It proposes to provide sales efforts, advertising and promotion, development of new revenue sources, improvement of sales technicians and a central source of services to advertisers and agencies.

NARTB Action in 1952

NARTB's move to develop a sales promotion organization for tv was instigated by the NARTB Tv Board at its Dec. 7-9, 1952, meeting [B•T, Dec. 15, 1952]. At that meeting the board also set in motion the plan to measure tv circulation, with the goal of providing data on the medium's spread as well as impact on viewers.

Robert D. Swezey, WDSU-TV New Orleans, chairman of the NARTB Tv Board, proposed that a sales department be set up in the association, later separating the unit as was done in the case of Broadcast Advertising. BAB was incubated within the association and then separated so it could perform competitive promotional functions not possible under the NARTB banner.

The research operation is well underway, with organization and financing details being worked out as field testing of a nationwide measurement project draws near.

The 1952 board meeting asked the NARTB president to draw up a long-range plan for industry-wide sales promotion.

At the Feb. 4, 1953, Tv Board meeting two months later, a staff report on the sales promotion project was submitted [B•T, Feb. 8, 1953]. This report, which included views of network promotion executives, voiced the belief that it was too early in the life of tv advertising to start an industry-wide sales promotion project. The report proposed that NARTB start collecting information as a basis for future activity, including the views of tv stations.

A progress report was submitted to the meeting of the Tv Board held in June that year. The board agreed that a sales promotion plan should be drawn up for study at the winter meeting [B•T, June 22, 1953]. NARTB President Harold Fellows said the project would involve a considerable expenditure.

Discussed in January

Last Jan. 21 the Tv Board discussed the sales promotion idea at length, authorizing the president to name a committee to set up a specific plan [B•T, Jan. 25]. The board envisioned a promotional agency somewhat along the lines of BAB and the newspapers' Bureau of Advertising. Appointment of a committee was directed, with instructions to report back to the Tv Board at its meeting to be held in Washington next month.

This committee is to analyze staff material based on personal inquiries among networks and stations as to the desirability of sales promotional functions. The inquiries have shown general endorsement of the idea, with the work originating within NARTB and then being transferred to an industry-wide organization outside the association.

Text of Mr. Doherty's letter to tv stations follows:

Ever since television became a mature, successful advertising medium a few years ago the conviction has been growing among station owners and operators that they must form a bureau of their own to tell their story to the advertiser. Each other medium—newspapers, magazines, billboards, radio—has its own promotional bureau distinct and separate from its trade association. This is as it should be. A promotional bureau should be free to concentrate on building sales for the industry of which it is a part.

Convinced that television stations should have a distinctly separate selling bureau of their own I have, as you have probably read in the trade press, allied myself as consultant with the organizing committee of the Television Advertising Bureau. This organization sprang into being —it may be said to have exploded into existence —and every day we are receiving an enthusiastic response from an increasing number of station operators—big and small. As such it is ready to begin its work. It is the only organization set up in time to promote tv's share of next fall's advertising budgets. To perform this task the bureau should and must be a functioning unit in accordance with your needs and desires.

At a meeting in Chicago later this month all television licensees and operators will be invited so that you may elect officers, adopt a charter and bylaws, a budget and a sales program.

Within a few days you will receive from me a booklet telling of the necessity of the Television Advertising Bureau and outlining its aims and purposes. Meanwhile, I would like to point out that, in 1953, approximately $8 billion was spent on advertising in all media in the U. S. The most optimistic estimates place tv's share of this expenditure at only $544 million, or about 7% of the total. Tv is, I am sure, selling a good deal more than 7% of the nation's goods and services and it is capable of doing a much bigger selling job. If properly promoted tv will not only get a larger slice of that 8 billion pie, but will also create a bigger pie.

CONFERRING on organization of the new Television Advertising Bureau, which last week counted 33 organizing tv stations, are Richard A. Moore (r), KTTV (TV) Los Angeles, temporary chairman of TAB, and Richard P. Doherty, head of Tv Radio & Management Corp. and former NARTB vice president who has been retained as consultant by the organizing committee of TAB.

The nearly 400 tv stations in the nation must unite and form their own bureau to sell their services and facilities to American industry, not only to increase present tv advertising schedules but to create tv advertising in industries which have not, as yet, used this dynamic new medium.

Television has too long lacked a spokesman of its own.

The tv stations are now getting about half of all tv broadcast revenue; the networks are getting the other half.

The networks have done a magnificent job promoting and selling television to national advertisers. Everybody lauds their accomplishments because they advance the cause of televising. All the stations, network o&o stations, affiliates and independents alike, must have an organized effort to bring tv dollars to the local market. The Television Advertising Bureau is the one answer for creating bigger and better business.

HEINZ PUTS HALF MILLION IN 'HOME' IN FIRST VENTURE INTO TELEVISION

Participations to be used on NBC-TV show. Firm also seeks half hour evening tv show. Saran Wrap wants to buy like period.

H. J. HEINZ's purchase of $500,000 worth of participations on NBC-TV's *Home* led the parade of four tv network buys and three half-hour renewals last week. In addition, Heinz and Saran Wrap are each in search of a half-hour evening tv time.

In addition, Procter & Gamble, Simoniz and Noxzema have bought new tv time periods. Scott Paper Co., Pontiac Cars and Dodge Division of Chrysler Corp. have renewed for next year.

H. J. Heinz Co., Pittsburgh, effective in September, will sponsor 78 participations at the rate of three a week on NBC-TV's *Home*, (Mon.-Fri., 11 a.m. to 12 noon). This newest buy for *Home* brings the two-month-old program's gross sales to more than $2,000,000, George H. Frey, NBC vice president in charge of network sales, reported. Maxon Inc., New York, is the agency. Heinz, which makes its initial entry in television with this buy, also plans, it was understood, to sponsor a half-hour evening tv show. The time period, whether it will be placed regionally or on network, is still under consideration.

Procter & Gamble, Cincinnati, has purchased two new daytime strips on NBC-TV at 3:15-30 p.m. and 3:45-4 p.m., effective July 5. In addition P & G will continue its sponsorship of another NBC-TV daytime serial, *Three Steps to Heaven*, 10:45-11 a.m. All three serials will be sponsored by P & G on alternate days beginning with the start of the afternoon schedule of quarter-hour dramas. The client will have the programs on Mondays, Wednesdays and Fridays one week, and on Tuesdays and Thursdays the next. Contracts for all three shows are for 52 weeks.

Simoniz Buys on CBS-TV

Simoniz Co., Chicago, has bought a quarter-hour period of the CBS-TV *Garry Moore Show*, effective June 1 (Tues., 2:15-30 p.m.) for five weeks. When the show shifts from its afternoon to a morning schedule (Mon.-Thurs., 10-10:30 a.m., and Friday 10-11:30 a.m.) starting July 6, Simoniz will sponsor the Friday, 10-10:15 a.m. period. Tatham-Laird Inc., Chicago, is the agency.

The Noxzema Chemical Co., Baltimore, has signed for alternate-week sponsorship of Edward R. Murrow's *Person to Person* series on CBS-TV effective May 28. The American Oil Co. sponsors the show in the East and the Hamm Brewing Co. in the Midwest. Both will continue, alternating with Noxzema on an every-other-week schedule. SSC&B, New York, is the agency for Noxzema; Amoco is represented by Joseph Katz Co., and Hamm Brewing Co. by Campbell-Mithum Inc.

Scott Paper Co. is the first advertiser to renew its sponsorship of *Omnibus*, produced by the Ford Foundation Tv-Radio Workshop, on CBS-TV, Sundays, 5-6:30 p.m., effective Oct. 17 when the show returns to the air. J. Walter Thompson Co., New York, is agency for Scott. The program's talent budget runs about $60,000, which is shared by four advertisers.

Pontiac Cars, Detroit, through MacManus, John & Adams, New York, will renew its time period, Fridays, 8-8:30 p.m. on NBC-TV, but will drop sponsorship of the *Dave Garroway Show* and currently is looking for another property to place in the time period next fall.

Dodge Division of Chrysler Corp. has renewed its two half-hours of ABC-TV *Break the Bank* and, on an alternate-week basis, the Danny Thomas show, *Make Room for Daddy*. Grant Adv., New York, is the agency for Dodge. Effective July 4, the renewal covers 115 stations for *Break the Bank* and, effective July 13, 124 stations for *Make Room for Daddy*.

Saran Wrap, through MacManus, John & Adams, New York, is looking for a successful half-hour evening show already on the air to sponsor on alternate weeks.

GUEST SPEAKER at a luncheon of the Poor Richard Club of Philadelphia was Elon G. Borton (r), president and general manager of the Advertising Federation of America, shown with Samuel Hodges, Poor Richard Club president.

Wherry Heads S&M's Chicago Successor

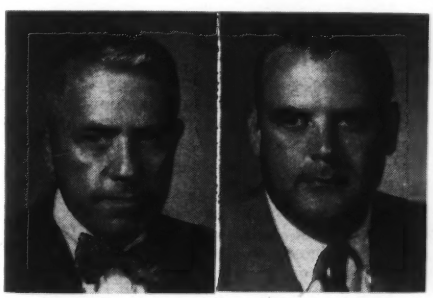
FORMATION of Wherry, Baker & Tilden Inc. as successor to the Chicago agency of Sherman & Marquette Inc., with L. A. Wherry as president, was announced last Tuesday.

MR. WHERRY

Earlier, the advertising firms of Bryan Houston Inc. had been announced as successor to Sherman & Marquette, New York [B•T, May 3, April 26].

Both Bryan Houston, head of the New York agency bearing his name, and Mr. Wherry had served with Sherman & Marquette, two distinct incorporated firms, in similar capacities.

The Chicago agency of S & M was formed in 1937 by Stuart Sherman and Arthur E. Marquette, who have retired. They opened the New York branch in 1942, incorporating both as separate companies.



MR. TILDEN MR. BAKER

Billings of Wherry, Baker & Tilden have been placed between $5 and $6 million. Radio-tv accounts for about 50% of the total.

Serving with Mr. Wherry in the new Chicago firm are Bruce Baker, Louis Tilden and Clifford Bolgard as vice presidents, and Mrs. Dorothy J. Steitz as secretary-treasurer—all previously with S & M. Mr. Tilden, who has been with the agency eight years, has been serving as radio-tv director and Mr. Balgard, who has six years with S & M, as timebuyer. Among its accounts have been Quaker Oats Co.'s Quaker Oats, Mother's Oats, Quaker puffed wheat and rice and Full-O-Pep feeds, and Oscar Mayer Co. domestic and canned meats.

RADIO STILL POTENT, BEIRN TELLS ADMEN

"RADIO still remains a powerful weapon for truth and for sales throughout the U. S.," F. Kenneth Beirn, president of Biow Co., New York, said last Wednesday at a meeting of the Metropolitan Advertising Men of New York at the Belmont Plaza Hotel.

"Its demise (radio's) was predicted," he said, "but the patient has demonstrated an unusually healthy disregard of its own funeral notices. And as for television, we have witnessed a powerful industrial revolution before our very eyes within the past few years. Imagine having millions of shop windows carried right into the home. No longer is it necessary to entice the customer to walk by your store to see your window display. He can now sit at home and smoke a cigarette (Philip Morris, naturally) and the shop window comes right to him. This is an incredible era for advertising men."

Beirn Looks to Color

". . . And now on top of this, those creative geniuses, the scientists, have given us color television. Imagine—now we can not only go into the innermost sanctum of the home to sell our goods, without sticking our foot in the door to get to speak our piece—but we can do it in Technicolor."

". . . This is a day of challenge to everybody," he stated, "but most of all, it is a day of challenge to the man in the advertising business. Let us never forget that the link between production and consumer is the advertiser—the man who tells them what there is to buy and why it should be bought. If we, the advertisers, do our jobs right, we can stop right now calling this a 'period of adjustment' and start calling it what it really is—the beginning of an entirely new age of progress."

TV IS SUCCESSFUL MEDIUM FOR DEPT. STORE—GABLE

Altoona department store owner films his tv commercials in store's studio. He will make them available to other department stores at print cost.

SUCCESSFUL use of tv by William F. Gable Co., Altoona, Pa., department store, was described Monday by the store's president, George P. Gable, in a talk given at a meeting of Arkwright store owners in Atlantic City. Mr. Gable concluded his address with an offer to make available to other stores at print cost the filmed commercials his own store has made and tested.

Mr. Gable said he intends to repeat this offer and to extend it to tv stations interested in developing department store business as well as to the stores themselves, today (Monday) when he presides at a joint NRDGA-NARTB television session at Washington's Sheraton Park Hotel [B•T, April 26].

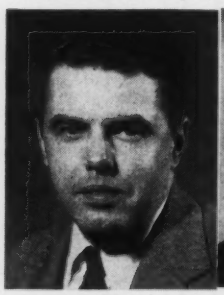
These one-minute spots, which constitute most of Gable's tv advertising, are made in the store's own film studio, where they are produced from the retailer's point of view. In essence, the Gable film commercials are direct merchandise presentations designed to reproduce as closely as possible the techniques of top salespeople in showing merchandise to their customers in the store.

The films are silent and are broadcast accompanied with live commentary and slides which can be super-imposed to show prices, department locations and other pertinent information. Mr. Gable pointed out that this allows for ample flexibility both in the original presentation and in repeat telecasts which may require changes to correspond to different events, seasons, prices, etc.

Because WFBG-TV Altoona (store's own station) has a coverage area beyond that of the usual advertising media, one result of Gable's telecast has been an appreciable increase in out-of-town business, Mr. Gable reported. He credited the telecast commercials with attracting many new customers to the store who live outside its customary sales area.

Quinn, Gibson Named In DCS&S Promotions

DONALD H. QUINN, head of the timebuying staff of Doherty, Clifford, Steers & Shenfield, New York, has been appointed media director, and Gerald Gibson has moved up to succeed him as head timebuyer, William E. Steers, executive vice president and overall supervisor of media, announced last week.



MR. QUINN

MR. GIBSON

Mr. Quinn headed the media as well as the time-buying department.

Mr. Gibson was chief timebuyer for the Borden and Pharmaco accounts.

Maryland Track Offers Race for Tv Sponsorship

AVAILABILITY for television sponsorship of the third running of the "Washington, D. C., International" horse racing classic, which will pit "America's best thoroughbreds with the finest of Europe," has been announced by the Laurel (Md.) Race Course.

The half-hour event will be held in November and will be available for exclusive regional or network sponsorship, spokesmen said. The international racing event will be "coupled with the background color of race-goers from Washington's government, diplomatic and society life," the spokesmen said. Inquiries should be sent to Laurel Race Course, 2 Commerce St., Baltimore 2, Md. Phone: Lexington 9-6242.

Van Urk in Agency Move

J. B. VAN URK, vice president and business coordinator, Dowd, Redfield & Johnstone, N. Y., has been appointed vice president and chairman of the plans board of Calkins & Holden, Carlock, McClinton & Smith, New York, it was announced last week by J. Sherwood Smith, chairman of the board of the agency.

MR. VAN URK

Mr. Van Urk formerly was with N. W. Ayer & Son and before that with Young & Rubicam's Bureau of Industrial Service.

SPOT NEW BUSINESS

Emerson Radio & Phonograph Corp., for its air-conditioners will launch a nationwide campaign starting May 20. Radio and television spots will be used on a co-op basis.

Sunkist Growers Inc., L. A., following a recently completed six-week Fort Wayne test to increase use of lemons with fish, is considering a radio-tv spot campaign in several marketing areas. Agency: Foote, Cone & Belding, L. A.

Munson Greeting Cards, N. Y., plans tv campaign for early fall. Other details have not been announced. Agency: Alden Co., N. Y.

U. S. Rubber Co., N. Y., through Fletcher D. Richards Inc., N. Y., has purchased an extensive schedule of 20-second announcements, starting May 17, around the pre- and post-game shows of telecasts of the home games of the New York Yankees and New York Giants on WPIX (TV) New York.

Sears, Roebuck & Co., Los Angeles County stores start intensive two-week radio spot announcement campaign, with approximately 200 one-minute spots weekly on 12 local stations, from May 20. Agency: The Mayers Co., L. A.

Table Products Co., div. of Safeway Stores, starts 30-minute segment *No School Today* on 83 ABC Radio stations, Sat. 10-10:30 a.m. EDT, for 52 weeks from May 15. Agency: Hoefer, Dietrich & Brown Inc.

Treesweet Products Co., Santa Ana, Calif. (concentrated juices), started series of 10-second chain break animated and live action tv spots in Los Angeles area in addition to spot radio campaign currently underway in that area. Agency: BBDO Los Angeles.

NETWORK NEW BUSINESS

Chico Portable Air Cooler Co., Chico, Calif. (air cooler), signed to sponsor five-minute segment of *Phil Norman Takes Ten* on 47 CPRN and Mountain stations (Thurs., 3:05-3:15 p.m. PDT), effective May 27 for 10 weeks. Agency: Carmona & Allen Inc., L. A.

Cudahy Packing Co. has purchased weekly 10-minute segments of NBC-TV's *Show of Shows* starting May 8 and its summer replacement, *Saturday Night Revue,* beginning June 12. The contract covering 19 weeks was placed through Young & Rubicam and represents Cudahy's first use of network television. Heretofore it had confined itself to spot tv. The purchase provides for a 10-minute segment in the 10-10:30 p.m. EDT or last half-hour period of *Shows* and *Revue,* for New Old Dutch Cleanser.

Plymouth Motor Corp., division of Chrysler Corp., which recently announced its sponsorship of 13 Robert Trout newscasts on CBS Radio, May 3-15, has extended its contract to include six more broadcasts, through May 28. N. W. Ayer & Son, New York, is the agency.

NETWORK RENEWALS

Coca-Cola Co., N. Y., has extended sponsorship of *Coke Time Starring Eddie Fisher* (NBC-TV, Wed. and Fri., 7:30-7:45 p.m. EDT) for an additional nine weeks, ending June 25, and has renewed program for the 1954-55 season, starting Aug. 25. Agency: D'Arcy Adv. Co., N. Y.

ADVERTISER & AGENCY PEOPLE

James H. Cobb appointed advertising director, American Airlines, succeeding **James Dearborn,** who was named director of sales programming.

John J. Hickey, assistant advertising manager, Georgia-Pacific Plywood Co., N. Y., appointed advertising manager.

John Platt, vice president, Kraft Foods Co.; **Edward R. Taylor,** vice president, Motorola Inc., and **James W. Alsdorf,** president, Cory Corp., named directors of Brand Names Foundation Inc.

Raymond B. George, vice president of merchandising, Philco Corp., adds duties as overall director of advertising for consumer products divisions.

Edward C. Portman, manager, Early Apple Advisory Board, Sebastopol, Calif., to newly organized California Fresh & Processing Asparagus Boards, Stockton, as secretary-manager.

Maurice S. Despres, 53, board member of Admiral Corp. and president of Dale Dist. Co., died May 2 in New York.

Franklin S. Forsberg, formerly with Forsberg & Church, management consultants, to Sterling Adv. Inc., N. Y., as vice president-general manager.

Glen Jocelyn, formerly with Foote, Cone & Belding, L. A., rejoins Earle Ludgin & Co., Chicago, as vice president and creative su-

pervisor. **Clifford Schaible,** former publisher of *Children's Magazine,* named account executive, same agency.

MR. CODY

James P. Cody, manager, service dept., Burton Browne Adv., Chicago, elected vice president of that agency.

Edward D. Kahn, Victor A. Bennett Co., N. Y., named a vice president of the firm. Mr. Kahn will supervise the company's extensive expansion program.

J. E. Devine, George A. McDevitt Co., N. Y., to Dancer-Fitzgerald-Sample, N. Y., as account executive.

Gertrude Moeller shifts from Chicago office of Buchanan & Co., to San Francisco office as media director.

Betty Boatman, production manager, Mack-Wharton Adv., L. A., to Jere Bayard Adv., Beverly Hills, in similar capacity.

John J. Hanselman, formerly partner-account executive, Hanselman & Clenghen Adv., Portland, to Blitz Adv., that city, in executive capacity.

Don James, copy director, Don Allen & Assoc., Portland, to Carvel, Nelson & Powell, that city, as creative director.

Marjorie Greenbaum, Foote, Cone & Belding, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as a copy supervisor.

Ivar Sivertsen, formerly with Francis J. Wank Adv., San Jose, Calif., to Benet Hanau & Assoc., that city, as director of public relations.

Perry Culp Jr., assistant director of public relations, Long-Bell Lumber Co., Longview, Wash., to Tacoma office, Cole & Weber, Seattle-Portland.

William Y. E. Rambo, formerly in charge of public relations and sales promotion copy, Ward Wheelock Co., Phila., to public relations staff, Arndt, Preston, Chapin, Lamb & Keen Inc., same city.

Knowles L. Pittman, former editor and manager, *Galena* (Ill.) *Gazette,* to publicity and public relations staff, Needham, Louis & Brorby, Chicago.

Lon C. Hill, formerly with J. Walter Thompson Co., Chicago, to copy dept., N. W. Ayer & Son, Philadelphia.

Joseph Katz, president, The Joseph Katz Co., Baltimore, named national chairman, National Flag Week, June 13-19.

John C. Morse, president, Dan B. Miner Co., L. A., elected to local Better Business Bureau board of directors.

Alexander W. Evans, 52, account supervisor, Hilton & Riggio, Hollywood, died April 20 after a brief illness.

Kenneth L. Andrews, 62, personnel director, BBDO, New York, died April 30 after a two-week illness.

Guild Film Triples Production Plans

SALES exceeding expectations were credited last week by the Guild Film Co., New York, with having induced the company to triple its production plans as announced at the beginning of the year from an estimated 75 to 205 episodes of tv film programming.

In announcing the increased production schedule, Reub Kaufman, president of Guild, declared that "our sales for the first three months went beyond expectations." He contended that television advertising will "continue to expand, so we are going ahead full steam."

Production budgets for the 205 episodes have been set at a figure in excess of $3 million. This sum will be applied to Guild's current three tv filmed shows, *Liberace, Life With Elizabeth,* and *Joe Palooka,* as well as two new programs, *The Florian ZaBach Show* and *The Frankie Laine Show.* In addition, Guild is planning production of 26 episodes of a new sports telefilm series.

Mr. Kaufman said 43 of the proposed 205 episodes already have been filmed at Guild's facilities in Hollywood. He emphasized that plans do not take into consideration Guild's new *Liberace* radio series, of which 52 half-hour programs will be ready for distribution shortly.

By the end of 1954, Mr. Kaufman said, Guild expects to have available for distribution 39 episodes of *Joe Palooka;* 91 of *Liberace;* 65 of *Life with Elizabeth;* 39 of *Florian ZaBach,* and 39 of *Frankie Laine.*

Currently, *Liberace* is carried in 82 markets; *Joe Palooka,* 42, and *Life With Elizabeth,* 86.

Ziv Tv Promotes Three, Adds 13 New Salesmen

IN LINE with an expansion program at Ziv Television Programs Inc., M. J. Rifkin, vice president in charge of sales, announced last week the addition of 13 new salesmen and promotion of three salesmen to executive posts.

Named by Mr. Rifkin as new spot sales managers were Joe Kotler, Phil Williams and Jack Gainey, who will headquarter in New York, Cincinnati and Dallas, respectively.

New account executives in the New York office are Edward H. Benedict, George E. Brown, and Richard A. Hamburger. Appointed to the eastern division sales staff were William Hooper, George Vaughn Jr. and George Oliviere. New salesmen in the central division are Len Hensel, Barney Broiles, James Delaney, Robert Block, Lynn Knox, and Marion Stoneking. Jack W. Stafford has been named to the western division sales staff.

Kirby Sues Crawford, Others for $250,000

SUIT asking $250,000 damages was filed Thursday in U. S. District Court, D. C., by Edward M. Kirby, Washington, public relations counsel. Named as defendants were Broderick Crawford, Academy Award winning actor; Al Gannaway; William F. Broidy; Bill Broidy Co. and William F. Broidy Co.

The suit claims the defendants agreed to pay the plaintiff $250,000 "for securing the permission of the U. S. Treasury Dept. to allow the defendants" to use Secret Service symbols and file material as the basis for tv, radio and motion picture productions.

Process was served on Mr. Crawford at a press and radio reception arranged in his honor by the plaintiff. The invitation referred to the actor as "my old war comrade."

The defendants state they had no contract or agreement with the plaintiff and flatly deny all the charges.

AAW-HAC to Make Awards For Filmed Commercials

CERTIFICATES of award will be made for filmed commercials in four categories in the third annual television commercials competition sponsored by the Advertising Assn. of the West in cooperation with the Hollywood Ad Club. The categories are local, regional and national advertisements, all one minute or less, with a general classification for film or kinescopes of any length.

Awards presentations will be made during the AAW's 51st annual convention at Salt Lake City, June 27-30.

Tv Film Producer Bids for Dept. Store Business

DESIGNED to bring the garment manufacturers' advertising budget into the video medium and give the newspapers a run for their money, Hollywood producer Jack Chertok has devised a tv film show especially for department stores.

Tentatively titled *What's New,* the half-hour program is limited to one store in a city on an exclusive one-year basis. Each store, Mr. Chertok stipulates, must purchase 26 films for the price set at the average Class B time rate in that store's city, plus $50 for each print. It is then up to the store whether it will use Class A, B or C time, he adds.

Each film contains approximately 15 items of merchandise divided into 90-second segments. Radio-tv announcer Don Wilson is commentator for each film, which will have store identification at the beginning and end of the program, and feature only those selected items which the individual store carries.

Technique used in the production of these segments approximates the fashion and merchandise layouts used by such magazines as *Vogue, Harpers Bazaar, Mademoiselle* and others. Unadorned backgrounds are used which, Mr. Chertok points out, places all the eye emphasis on the particular garment or merchandise being promoted.

Additional features to be incorporated include an interview with a pertinent personality, such as Gussie Moran on sports clothes, Elizabeth Arden on cosmetics and designer Edith Head on fashions and movies. Also, there will be occasional musical numbers and featurettes on the care and laundering of synthetic fabrics. The last minute of the program is left open for slides the store might produce locally on last minute shopping news and sales.

Mr. Chertok, headquartered at General Service Studios, is currently producing CBS-TV's *Private Secretary* and ABC-TV's *Cavalcade of America, Lone Ranger* and *Sky King.*

Academy Pictures Appoints Tytla to Head Creative Work

APPOINTMENT of William Tytla as supervisor of creative work for Academy Pictures Inc., producer of tv film programs and commercials, was announced at a news conference in New York last week by Edward L. Gershman, president. Mr. Tytla, who has worked for several years as an artist with the Disney studios in Hollywood, is said to be a specialist in the creation of tv film.

A demonstration was held, for trade newsmen and agency personnel, of several animated commercial tv spot announcements in black-and-white and color produced by Academy. A highlight was the showing of two color spot announcements made for P. Ballantine & Sons, which were similar to abstractions utilizing myriad geometric patterns.

Growing Use of Live Action, Cartoons in Commercials

TREND toward combined cartoon and live action in tv film commercials is growing, according to Chester H. Glassley, president of Five Star Productions Inc., Hollywood, who declared that more than 60% of the firm's commercial spots fall into this category. "The cartoon gains audience attention and interest, while the live action does a more believable selling job," he declared.

Among the firm's recent clients using this technique are Pacific Coast Borax Co., Brown & Williamson Tobacco Corp. (Raleigh cigarettes), Armour & Co. (Miss Wisconsin Cheese), Falls City Brewing Co., 7-Eleven Stores, Brown & Haley Candy Co., Ohio Oil Co., W. A. Sheaffer Pen Co. (Snorkel pen), Tea Council and a special series for the Community Chest.

Actor Ireland Amends His $1,756,000 Suit

AMENDMENT of his $1,756,000 breach of contract and slander suit has been filed by actor John Ireland. It states the contract for him to portray the title role in the *Ellery Queen* tv film series was with Norvin Productions, while Television Programs of America and producer Leon Fromkees guaranteed the finances. Agreement to amend the complaint was made out of court by both sides [B•T, April 26].

The suit, filed last March [B•T, March 8] in Los Angeles Superior Court, charged the defendants had slandered the actor as "politically unacceptable" after discharging him from the series "without cause or excuse."

FILM REPORT

SALES

Guild Films Co., N. Y., has sold *Life With Elizabeth* in six additional markets, raising total markets to 86.

KTLA (TV) Hollywood has acquired local telecasting rights to *Hans Christian Andersen* series of 26 films, shot in Denmark, from **Interstate Television Corp.,** that city.

WEAR-TV Pensacola, Fla., has acquired 11 shows from **United Television Programs Inc.** which are scheduled to start around June 1. Package consists of *Lone Wolf, Royal Playhouse, Heart of the City, Old American Barn Dance,* 52 weeks; *Waterfront; Rocky Jones, Space Ranger; Counterpoint; Your Gospel Singer; The Chimps,* 26 weeks; *Double Play,* 37 weeks; *Hollywood Offbeat,* 13 weeks.

George Bagnall & Assoc., Beverly Hills, announces that four New York stations have acquired rights to 195 5-minute *Crusader Rabbit* cartoons, telecasting of which starts May 17. Stations are WNBT (TV), WOR-TV, WPIX (TV) and WABD (TV).

DISTRIBUTION

Standard Television, Beverly Hills, has acquired distribution rights to two feature films, "Mimi," which stars **Douglas Fairbanks Jr.** and **Gertrude Lawrence,** and "Tomorrow the World."

Alexander Film Co., Colorado Springs, Colo., announces release of tv film commercial package featuring building materials. Package consists of thirteen 20-second and four 60-second films.

PRODUCTION

Animated Production, N. Y., is producing one-minute and a 20-second tv film commercial for Taylor-Reed Corp., Glenbrook, Conn., for Spandy disinfectant. Agency: Lewis, William & Saylor, N. Y.

CHECKING sales report for the *Lone Wolf* (the filmed series was purchased in 25 major markets during the first two weeks of release) are (l to r) Louis Hayward, who enacts the title role; Philip N. Krasne, president, United Television Programs Inc., and Jack J. Gross, president, Gross-Krasne Inc., Hollywood.

Roland Reed Productions, Culver City, has been contracted to shoot a 35-minute dealer training film in color for **Westinghouse Electric Corp.** in which a name star will be featured. Additionally, a color film for **New York Economic Foundation** will be made by the firm with **Arthur Pierson** directing. Titled "Challenge," it aims at promoting America. **Roland Reed** is also preparing a pilot film for an unidentified client, which will star **Dave O'Brien** in a broad comedy role. Mr. O'Brien, director-star of "Pete Smith Specialty" shorts for M-G-M, will produce the new tv series with **Guy Thayer,** executive producer.

Royal Oaks Productions, Hal Roach Studios, Culver City, has started shooting two pilot films in new *Eye Witness,* quarter-hour tv suspense series, in which actor **George Brent** makes tv film debut. Firm is headed by **Ray Wander,** formerly with BBDO, who will write and produce with **Clarence Eurist** as director.

Screen Gems Inc., Hollywood, is shooting first half-hour film in *Father Knows Best* series, to be sponsored by **P. Lorillard Co.** (Kent cigarettes), starting Oct. 3. **Robert Young** re-creates his radio role with **Eugene Rodney,** producer, and **William D. Russell,** director. Columbia Pictures' art director, **Ross Bellah,** has created the permanent set of a house, complete in every detail with workable kitchen, bath, etc., which could actually be lived in. Shooting is made practical in that every three feet of wall may be removed for the camera.

Kling Studios announces production of new television film commercials for **Williamson Dickie Mfg. Co.,** through **Evans & Assoc.,** Fort Worth; **O'Cedar Corp.** through **Turner Adv.,** Chicago; **Carling's Brewing Co.,** through **Lang, Fisher & Stashower,** Cleveland; **Sentinel Television,** placed direct; **Frigidaire Div. of General Motors,** through **Foote, Cone & Belding** (for *Arthur Godfrey & His Friends).*

RANDOM SHOTS

Federal Telefilm, Hollywood, now shooting *The Falcon* series for **NBC Film Division,** is concluding negotiations for tv film rights to short stories written by the late **Ernest Haycox.** Also scheduled for production in the near future is a tv film version of *The Amazing Mr. Malone* radio program.

Robert Maxwell Assoc., Hollywood, now shooting *Lassie* series to start this fall on CBS-TV for **Campbell Soup Co.,** has acquired two properties for upcoming series. They are *The Young Reverend,* novel by **Willis Vachel Keith,** and *Leave It to Lester,* situation comedy format created by **David Chandler.** Pilot films will be shot this fall under the supervision of **Rudy Abel.**

FILM PEOPLE

Andrew G. Hickox, secretary-treasurer, Desilu Productions Inc., Hollywood, elected vice president in charge of business affairs.

Jack L. Brumback, San Francisco account executive, Ziv Television Programs, to United Television Programs, as head of newly opened S. F. branch office.

Frank Maun, formerly on Paramount Pictures' sales staff, S. F., to George Bagnall & Assoc., as manager of distribution firm's Chicago office.

Hugh McCollum, producer of short subjects, Columbia Pictures, to Tv Spots Inc., Hollywood, as treasurer and producer in charge of all live action film.

Sylvia Lewis, assistant choreographer and feminine dancing lead, ABC-TV's film series *Where's Raymond?* assigned to leading dancing role in RKO feature film, "The Conquerer."

Vic Perrin, who portrays district attorney in NBC-TV's film series *Dragnet,* assigned same role in Warner Bros. feature film version.

John Nesbitt, creator-narrator of "Passing Parade" film shorts for M-G-M, signed by Dudley Television Corp., Beverly Hills, as star of upcoming *Book of Knowledge* tv film series.

Diane Disney, daughter of **Walt Disney,** and **Ronald Miller,** former USC football star, were married yesterday (May 9). Mr. Miller is associated with his father-in-law in the development of "Disneyland" in Anaheim, Calif.

Don W. Sharpe, Hollywood packager-agent and executive producer, Four Star Productions, father of girl, Tina, April 29.

NOW WHO-TV BRINGS WHO'S RADIO STANDARDS TO TELEVISION!

Now on the air with TOP SHOWMANSHIP— TOP PUBLIC SERVICE— TOP AUDIENCE REACTION!

WHO has been preparing for WHO-TV for years . . . as to facilities, personnel and talent programming.

Operation-wise, our transmitter building, remodeled in 1948, was designed to include TV facilities. Our special vertical directionalized radio antenna, erected in 1951, was designed to carry all possible forms of high-gain TV antennas.

Personnel-wise, over the years we have accumulated people talented in radio showmanship, as well as having intimate knowledge of stage lighting, acting, and all other components that are necessary for outstanding *television* production, too.

Program-wise, our large talent staff has been signed with a special eye toward TV as well as radio. Like our Barn Dance, much of our radio programming has been planned with built-in video potentials.

We are now on the air. WHO-TV pledges you that in television as in radio, the highest standards will be maintained, resulting in the same audience preference and advertising results for which WHO is known throughout the Middle West.

WHO-TV

CHANNEL 13 • NBC

DES MOINES

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

RUSS MORGAN

Starting Monday, August 2, Russ Morgan will throw a 30-minute recorded disk jockey party, 5 days a week — ***"In the Morgan Manor."***

Meet interesting personalities as they talk with Russ about records, movies and show business in general. Hear the *current* phonograph record favorites . . . the smash hits of yesterday and collector's items of the immortal songs and stars of the past.

Come on along — there'll be great music and fun aplenty . . .

"in the morgan manor"

Available for commercial spot participation on a regional or local basis —5 days weekly, beginning August 2, 1954.

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th ST., NEW YORK 19, N. Y.

CALIFORNIA OFFICE: HUGH S. ALLEN JR., MGR.
21 GRAND VIEW AVE., SAN FRANCISCO, CALIFORNIA

CANADIAN OFFICE: S. W. CALDWELL, LTD.
447 JARVIS ST., TORONTO, ONTARIO

disk jockey

RUSS MORGAN *"his IQ"*

Master of trombone, piano and organ . . . he has a pleasant, easy-going singing style. At the age of 21, he was arranging for John Philip Sousa and Victor Herbert. Two years later Russ organized, arranged for and fronted the great Jean Goldkette Band with Bix Beiderbecke, Tommy and Jimmy Dorsey, Joe Venuti, Eddie Lang and other stars. Simultaneously he was scoring "longhair" music for the Detroit Symphony Orchestra. He is acclaimed one of the outstanding arrangers in the business.

Russ records for Decca. The total number of his records sold is astronomical. Four of his Decca records sold over a million copies each. He is one of ASCAP's most prolific and successful writers of pop tunes. To mention a few: Somebody Else Is Taking My Place . . . So Tired . . . Does Your Heart Beat For Me . . . Homespun . . . You're Nobody Till Somebody Loves You . . . and The Four Aces' current smash, hit recording, "So Long." He's witty, cheerful and down-to-earth. He likes people . . . and shows it.

These qualifications make Russ Morgan outstanding as MC of his new show "In the Morgan Manor."

BUSY FIVE-DAY SCHEDULE PLANNED FOR NARTB DELEGATES IN CHICAGO

A host of speakers, roundtable discussions and workshop sessions will confront delegates at the May 23-27 convention. Sports broadcasting-telecasting is to come under scrutiny, along with color and other subjects. Radio-tv code enforcement is to be reviewed.

SPORTS broadcasting and telecasting will join fm, program-advertising standards and newest engineering advances, including color television and fm multiplexing as features of the May 23-27 NARTB convention to be held at the Palmer House, Chicago.

At the weekend Kenyon Brown, KWFT Wichita Falls, Tex., Convention Committee chairman, and Robert K. Richards, NARTB administrative vice president, were completing a half-day sports program as a Wednesday morning convention feature.

George J. Higgins, vice president of KMBC Kansas City, and chairman of the NARTB Sports Committee, will preside at the sports meeting. Already scheduled to take part in a forum titled "The Sports Question" are George Trautman, president of the National Assn. of Professional Baseball Leagues, and Jerry N. Jordan, of N. W. Ayer & Son.

Mr. Trautman heads the minor leagues, which claim to have suffered heavily from broadcasts and telecasts of major league games. Mr. Jordan is regarded as the leading research specialist in the sports field and is author of annual studies showing the relationship of sports and radio-tv play-by-play coverage.

Broadcasting's Effect on Sports

The convention forum will go into the contribution of the broadcast media to sports enthusiasm, which in turn is reflected in gate receipts. From the other viewpoint, Mr. Trautman and possibly one or two other sports figures will give their version of the radio-tv impact on attendance. Methods of handling radio-tv coverage of games will be reviewed.

FCC Chairman Rosel H. Hyde, it was learned, has accepted an invitation to address the convention at the Wednesday luncheon. The FCC chairman's address is an annual feature but NARTB had not announced Chairman Hyde's acceptance in view of the White House delay in filling the vacancy created when his term ended April 18.

A feature of the Wednesday luncheon will be the appearance of Elizabeth Ellen Evans, one of the Voice of Democracy winners last season. Miss Evans will voice her winning radio essay.

Three programs are scheduled at the May 26 afternoon session. Progress of code enforcement in both radio and tv will be reivewed. John E. Fetzer, WKZO-TV Kalamazoo, will speak as chairman of the NARTB Tv Code Review Board. John F. Meagher, KYSM Mankato, Minn., will appear as chairman of the NARTB Standards of Practice Committee. A panel on freedom of information will include Edgar Kobak, WTWA Thomson, Ga., chairman of NARTB's Freedom of Information Committee. Taking part will be Richard Harkness, NBC commentator, and Lawrence Spivak, of *Meet the Press*. The forum will follow a press conference format.

Radio's role in the nation's life will be reviewed by Alfred Stanford, former director of the Bureau of Advertising, newspaper sales promotion bureau, and currently publisher of *Bolts*. Mr. Stanford prepared the analysis of the Politz study of radio listening.

Six FCC members will take part in a Thursday morning roundtable discussion in which they will answer broadcasters' questions about regulation. Taking part will be Chairman Hyde and Comrs. Robert T. Bartley, Frieda B. Hennock, John C. Doerfer, George E. Sterling and Robert E. Lee.

A Broadcast Advertising Bureau sales clinic and the annual banquet will wind up the Sunday-Thursday series of convention events.

Featuring the technical side of the convention will be a joint management-engineering half-day program plus the largest collection of broadcast-telecast equipment ever to be shown at an industry meeting. The joint management-engineering meeting will include workshop sessions on ways of buying tv film and new developments in labor relations. Management economies in radio and tv will be reviewed along with lessons learned to date in color television.

Mr. Brown formally will open convention proceedings Tuesday, May 25. William S. Paley, CBS chairman of the board, will deliver the keynote address and will be presented the second annual NARTB keynote award. President Harold E. Fellows will make his annual membership report at the Tuesday luncheon.

The industry's engineers will hold a three-day meeting starting May 25. The program has been prepared by a committee headed by Raymond F. Guy, NBC radio and allocations engineering manager, and A. Prose Walker, manager of NARTB's engineering department. The first day's agenda features color tv, including the story behind NTSC color standards, equipment operation and preparing transmitters for color. An engineering reception will be held that day.

Wednesday's engineering program includes more color tv papers. Subjects treated will be components, simultaneous cameras and tubes, test gear and alignment tests, color encoders, color films, program techniques, staging and lighting and an address by NARTB President Fellows.

The third day of engineering papers will include such aural broadcast topics as remote control, fm multiplexing and tape editing. Curtis B. Plummer, FCC Broadcast Bureau chief, will discuss allocation philosophy. Image orthicon performance, tv maintenance, video switching and coverage measurement papers will be heard the final afternoon.

Side Meetings Scheduled

A series of side meetings will be held Monday, May 24. These include the new Television Advertising Bureau (see story page 27); Daytime Broadcasters Assn. (see story page 38); Radio-Electronics-Tv Mfrs. Assn. equipment meeting; BAB board luncheon; NARTB luncheon for state broadcasting association presidents; Drew Pearson's Program Service meeting; University Assn. for Professional Radio Education; Clear Channel Broadcasting Service; Edward Petry Co. meeting; Council on Radio Journalism; NARTB Sports Committee; CBS affiliates; BMI-NARTB Old-Timers Dinner.

General Electric Co. will hold a sales conference May 22-28 and RCA will hold a May 22 sales meeting. Motion Pictures for Television will meet May 22. Sunday, May 23, includes Central Broadcasting Co. meeting; BMI board meeting and luncheon; tv pioneers dinner, and MBS affiliates session.

BMI will hold a clinic-breakfast May 25. The annual Radio Pioneers' Dinner will be held May 26.

May 24 includes two meetings belonging to the NARTB agenda but preceding the formal opening. The NARTB tv membership will meet at 2 p. m. to elect five new directors and handle business matters. Tv directors whose terms expire are Chairman Robert D. Swezey, WDSU-TV New Orleans; Clair R. McCollough, Steinman Stations; Paul Raibourn, KTLA (TV) Los Angeles; Harold Hough, WBAP-TV Fort Worth, and George B. Storer, Storer Broadcasting Co.

FCC Comr. Sterling will address an fm panel session scheduled May 24, 3:30 p.m., discussing fm multiplexing. FCC recently asked comments of fm broadcasters with a view to amendment of the rules to permit specialized multiplexed services. Ben Strouse, WWDC Washington, NARTB Fm Committee chairman, will moderate the panel. Others taking part will be Walter J. Brown, WDXY (FM) Spartanburg, S. C.; Carl George, WGAR-FM Cleveland; Richard Field Lewis, WRFL (FM) Winchester, Va.; Edward Wheeler, WEAW (FM) Evanston, Ill. Merrill Lindsay, WSOY-FM Decatur, Ill., will explain revenue possibilities in separate programming of fm affiliates of am outlets.

NEW YORK Radio-Tv Society "workshop" luncheon April 30 at the Roosevelt Hotel feted principals of CBS-TV's *Douglas Edwards With the News*. L to r: Wilbur S. Edwards, general sales manager, CBS-TV Film Sales; Douglas Edwards, show star; Don McClure, chairman, Radio-Tv Society "workshop"; Don Hewitt, show co-producer; Fred Mahlstedt, director of operations, CBS-TV Film Sales.

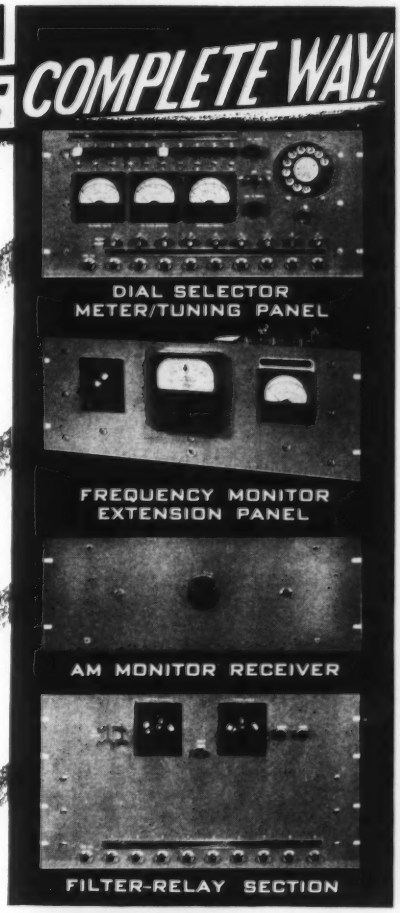
for *Unattended* OPERATION THE *Gatesway* is THE COMPLETE WAY!

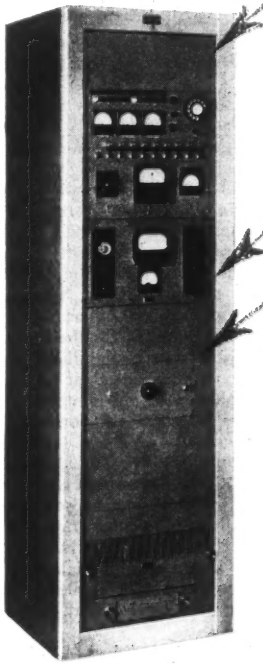
When you buy Gates remote control, you certainly do not buy half a loaf. — The Gatesway is indeed the whole loaf in reliable equipment for unattended operation.

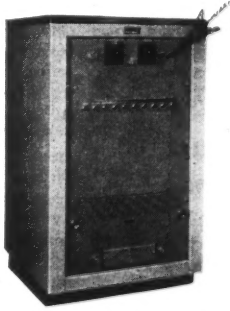
Gates remote control includes rack cabinets for both studio and transmitter, completely wired and ready to use. Motors for remote tuning are supplied with adjustable brackets to fit nearly every application. The antenna and lead-in are standard equipment — or, to the point, we don't believe you will need the help of your local hardware or electrical store to complete the installation.

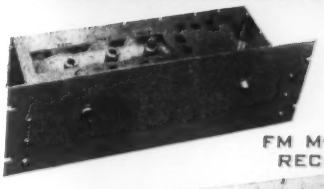
And no equipment of this kind is complete without a national sales and service organization such as Gates can offer. There are five Gates major branches plus a field engineer near you, no matter where you are.

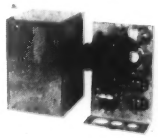
Available for the asking is a new 8-page brochure on Gates complete remote control systems. — By having this informative brochure you will quickly discover why the Gatesway is the COMPLETE WAY and yet costs, in many instances, actually less.

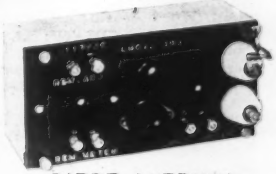



COMPLETE STUDIO REMOTE CONTROL

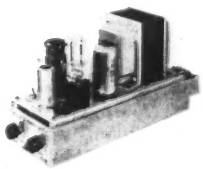

COMPLETE TRANSMITTER CONTROL IN UNDER-WINDOW CABINET

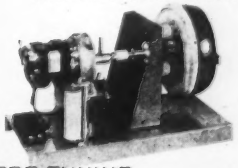

FM MONITOR RECEIVER


TOWER LIGHT INDICATOR


DIODE ANTENNA CURRENT METERING

PRIMARY CONTACTOR


POWER SUPPLIES ARE PLUG-IN


MOTOR TUNING, ALL MOUNTINGS PROVIDED

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.
Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

100 Schedule Displays At NARTB Convention

NARTB's annual equipment exposition and displays of light gear and services will include nearly 100 industry firms, it was learned Thursday as the association was completing plans for the 32d annual industry convention.

Complete transmitters and all types of related studio and engineering devices will be on display, with heavy emphasis on color television assemblies. The exhibits are in charge of C. E. Arney Jr., NARTB secretary-treasurer and convention manager, and Arthur C. Stringer, exposition manager.

Exhibiting firms follow:

Equipment Manufacturers—Adler Communications Labs.; Alford Mfg. Co.; Allied Radio Corp.; Altec Lansing Corp.; Ampex Corp.; Andrew Corp.; Berlant Assoc.; Blaw-Knox Equipment Div.; Caterpillar Tractor Co.; Century Lighting Inc.; Collins Radio Co.; Conrac Inc.; Continental Electronics Mfg. Co.; Dage Electronics Div. of Thompson Products Inc.; Allen B. DuMont Labs.; Electro-Voice Inc.; Elgin Metalformers Corp.; Federal Telecommunication Labs.; Federal Telephone & Radio Corp.; Gates Radio Co.; General Communications Co.; General Electric Co.; General Precision Lab.; Gray Research & Development Co.; Graybar Electric Co.; Houston-Fearless Corp.; Hughey & Phillips; IDECO Div., Dresser-Stacey Co.; International Business Machines Corp.; Kalbfell Labs.; Kliegl Bros.; Machlett Labs.; Musicolor Inc.; Phelps Dodge Copper Products Corp.; Philco Corp.; Prodelin Inc.; Radio Corp. of America; Raytheon Mfg. Co.; Rust Industrial Co.; Paul Shafer Custom Engineering; Standard Electronics Corp.; Telechrome Sales Inc.; Tele-Prompter Corp.; Television Specialty Co.; Tel-Instrument Co.; Tower Construction Co.; Willys Motors Inc. Electronic Div.

Film, Program, Transcription—M. & A. Alexander Productions; ABC Film Syndication; A-V Tape Libraries Inc.; CBS Television Film Sales Inc.; Flamingo Films; General Teleradio Inc.; Harry S. Goodman Productions; Guild Films Co.; Harriscope Inc.; Hollywood Television Service Inc.; Lang-Worth Feature Programs Inc.; C. P. MacGregor Co.; Minot Tv Inc.; Motion Pictures for Television Inc.; NBC Film Division; Official Films Inc.; Old Scotchman's Scrapbook; RCA Recorded Program Services; RadiOzark Enterprises Inc.; Screen Gems Inc.; SESAC; Sterling Television Co.; Television Programs of America Inc.; United Television Programs Inc.; Unity Television Corp.; World Broadcasting System; Fredric W. Ziv Co.; Ziv Television Programs Inc.

Station Representatives—John Blair & Co.; Blair-Tv Inc.; Bolling Co.; Branham Co.; Henry I. Christal Co.; Harrington, Righter & Parsons; H-R Representatives Inc.; George P. Hollingbery Co.; Katz Agency Inc.; Meeker Television Inc.; Robert Meeker Assoc.; National Telefilm Assoc.; Edward Petry & Co.; Venard, Rintoul & McConnell; Weed & Co.

Networks—ABC-TV; CBS-TV; DuMont Tv Network; MBS; NBC.

News Services—Associated Press; International News Service, Tv Dept.; Telenews Productions.

Research—A. C. Nielsen Co.

Service Organizations—Keystone Broadcasting System; Standard Rate & Data Service.

Telephone—American Telephone & Telegraph Co. Long Lines Dept.

Daytime Broadcasters Plan Tests on Carrier-Current

TESTS of carrier-current broadcasting will be conducted by members of Daytime Broadcasters Assn. during early morning hours, with reports to be submitted to the FCC [CLOSED CIRCUIT, May 3].

The experiments are designed to show whether daytime stations could operate after sunset by transmitting over telephone and electric utility lines, a type of service used at Army posts and by many college campus stations.

DBA proposes to test powers ranging from 20 to 250 w, according to Kenneth Patterson, WSIV Pekin, Ill., DBA president. The project will be discussed at a meeting of DBA to be held May 24 at 9 a.m., during the NARTB convention at the Palmer House, Chicago. The 125 DBA members will attend this session, with all non-member daytime stations invited to take part.

A major DBA project is based on a proposal for daytime stations to be granted minimum operating hours from 5 a.m. to 7 p.m. throughout the year instead of the present sunrise-to-sunset formula. Carrier service, it is claimed, would permit limited broadcast after 7 p.m. but the carrier tests do not affect the objective of fixed year-round hours.

The carrier idea developed from DBA discussions with the FCC Broadcast Bureau. DBA will assign eight member stations located around the nation to make transmission tests in early morning hours. Data will be gathered on methods of connecting into power lines with various transmitter powers. FCC monitor receivers will measure skywave signals radiated. Local field intensities will be measured near the test stations.

Experiments will be conducted over a period of several months, after which data will be given FCC for study. Of the 2,600 am stations on the air, 807 operate daytime only. DBA contends 534 of these stations are in communities having no local fulltime am service.

Dist. 12 Names Casper

CY CASPER, WBBZ Ponca City, Okla., has been named NARTB District 12 (Kan., Okla.) director. He will join the Radio Board at the close of the industry convention in Chicago May 23-27, succeeding Jack Todd, KAKE Wichita.

MR. CASPER

Mr. Casper was elected in a special nomination and election required when, due to the large number of names submitted, no person in the district received the minimum five ballots required for nomination.

A special election is now underway to name a district director for District 10 (Iowa, Mo., Neb.). K. S. Gordon, KDTH Dubuque, Iowa, was elected but declined to serve because of business. The result will be announced later this month.

NATRFD Completes Part Of June 1 Clinic Agenda

REPRESENTATIVES from station, advertiser and agency fields will participate as panelists during one session of the national sales clinic conducted by the National Assn. of Television & Radio Farm Directors in Chicago June 1.

The topic, "How to Get the Most From Farm Radio and Television," will be one of the subjects discussed at the Sheraton Hotel sessions, sponsored jointly by NATRFD and 51 cooperating stations, according to Mal Hansen, WOW-AM-TV Omaha, program chairman. Jack Jackson, KCMO Kansas City and NATRFD president, will be moderator.

Slated to participate in this session are P. A. (Pat) Sugg, WKY-AM-TV Oklahoma City; Lew Van Nostrand, WMT-AM-TV Cedar Rapids; Jack Bow, Bozell & Jacobs, Kansas City, and John H. Boyle, Reynolds Metals Co., Louisville. Jim Chapman, WRFD Worthington, Ohio, is publicity liaison director for the clinic, first of its kind to be projected by farm directors on a national level.

Other clinic sessions will be announced later.

SCAAA CONFERENCE LAUDS RADIO-TV

Conference is told that in Southern California radio has not lost its business or audience in competition with tv. Tv, however, can demonstrate products with action and explanation, delegates told.

MERITS of radio and television as advertising media came under scrutiny at the fourth annual conference of Southern California Advertising Agencies Assn. in Palm Springs April 29-May 1.

Prophets of radio's doom have been proved wrong, J. Frank Burke Jr., president and general manager, KFVD Los Angeles, and president, Southern California Broadcasters Assn., told the agency executives. However, he took radio to task for its defensive and "somewhat negative" attitude in face of "certain advertisers and agencies who went on a hysterical tv binge several years ago and haven't sat back and evaluated the picture since." In Southern California, at least, radio has not lost business or its audience in competition with tv, he pointed out.

Referring to the Alfred Politz survey, Mr. Burke reminded the SCAAA members that "two out of three adults listen to radio during an average day," in tv areas. "The 40 million people in radio's daily audience listen for just under three hours a day. In the day, they listen while doing other things. In the evening, they listen exclusively."

Mr. Burke stated that radio is capable of reaching its audience while they are doing something else, without interfering with their activities. Out-of-home listening, especially in Southern California, is a major market in itself, he declared. In the region, automobile radios outnumber tv sets, he pointed out.

Richard Moore, vice president and general manager, KTTV (TV) Hollywood, told SCAAA members that tv supplies the two principle supports of any sales effort—merchandising and advertising. "Television in Southern California can get advertisers past two million doors and permits them to demonstrate their products with action and explanation," he stated. The only requirement for success is the correct use of tv advertising, he added.

Practice of running several tv spot announcements consecutively was defended by Mr. Moore, who stated objections arose mainly from agencies protesting high tv time rates. Actually, no evidence exists that this practice reduces impact of any single commercial, and writing and presentation remain principle factors in a commercial's success, he declared.

Kobak Attacks Network Spot Participation Plans

NETWORK participation or spot programs "could put the representatives out of business," Edgar Kobak, WTWA Thomson, Ga., president of the Advertising Research Foundation, said last week in an address to the Broadcast Executives Club of Chicago. Mr. Kobak said, too, it would be an error to set up a tv sales promotion agency without network participation (story page 27).

In discussing network spot activities, Mr. Kobak claimed the concept of program personnel controlling all programs over the heads of advertisers is wrong. "When an advertiser buys time, as well as a network," he said, "he has a financial stake in the improvement of

Everyone has something he does best...

... and chances are that the person who specializes in a *single* skill will do it far better than the one with divided interests. We can't speak for others—but, in our case, *exclusive* attention to the rendering of quality television representation attracts quality TV stations such as the leaders shown below. There is, we suggest, a potentially profitable thought for others in this continuing success.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

the program or he will drop out. But if he buys only participations or spots, he has no interest in it." If the representative business disintegrates, he continued, "then you cut down on the business to be sold on the road by representative salesmen—you are underselling radio."

Mr. Kobak said the broadcasting industry "could disintegrate pretty fast if we play fast and loose with rate cards," advocating a "realistic" price structure. Tracing the history of ARF, he said one committee will soon have a report on the Politz survey of radio listening. BAB has asked a radio homes study and a committee will go into audience habits. One goal, he said, is a set of standards by which all media can be compared. He questioned rate-card formulas and the discount structure.

Third BAB Series From June 7 - Aug. 31

SCHEDULE for the third annual series of BAB clinics, covering 37 cities and extending from June 7 through Aug. 31, was announced by BAB last week.

Unlike last year's clinics, which were open to all stations, the 1954 series will be for BAB members only. Last year the clinics attracted a total of more than 2,000 station managers, sales managers, salesmen and service personnel.

BAB President Kevin Sweeney, Local Promotion Director David Kimble, and National Promotion Director Norman Nelson are expected to travel some 40,000 miles to 34 states to conduct the clinics. Schedule follows:

June 7, Louisville; June 8, Atlanta; June 10, Birmingham; June 11, Memphis; June 14, New Orleans; June 15, San Antonio; June 17, Dallas; June 18, Tulsa; June 21, Omaha; June 22, Des Moines; June 24, Minneapolis; June 25, Dakotas; July 12, Burlington, Vt.; July 13, Boston; July 15, Syracuse; July 16, New York City; July 19, Tampa; July 20, Charlotte; July 22, Richmond; July 23, Washington; July 26, Philadelphia; July 27, Pittsburgh; July 29, Cleveland; July 30, Detroit; Aug. 9, Milwaukee; Aug. 10, Chicago; Aug. 12, Los Angeles; Aug. 13, San Francisco; Aug. 16, Portland, Ore.; Aug. 17, Seattle; Aug. 19, Montana; Aug. 20, Boise; Aug. 23, Salt Lake City; Aug. 24, Denver, Aug. 26, Albuquerque; Aug. 27, Wichita; Aug. 30, St. Louis; Aug. 31, Indianapolis.

Copyright Record Labeling Asked by Montana Committee

ALL COPYRIGHT owners should be required to label all published music, records, transcriptions and other recordings so the commercial user can know the legal owner and thus pay the proper person for commercial use, in the opinion of the Copyright Committee of Montana Radio Stations Inc.

Ian A. Elliot, MRS president, said the committee has recommended that all copyright owners and/or licensors be required to offer their works on a per program or per piece basis, as well as on a blanket contract basis, with the provision included in consent decrees. The $250 infringement clause should be modified to cover actual damages as judged by a local court, it was recommended. MRS members were urged to contact their Congressmen, urging that the provisions be made a part of S-1106, copyright bill now in committee.

NARTB By-Laws Amended

TWO amendments to the NARTB by-laws were adopted overwhelmingly by the membership in a recent referendum, according to C. E. Arney Jr., NARTB secretary-treasurer. The first corrects language to prevent dual representation of one company or commonly owned group of stations on the board. The second is designed "to give stability to the existence of the Television Code Review Board, "insuring its continuing existence.

Madsen Leaves KOVO To Accept BAB Post

APPOINTMENT of Arch L. Madsen, vice president-general manager of KOVO Provo, Utah, as BAB's director of member service, effective today (Monday), was announced last week by Kevin Sweeney, BAB president. Mr. Madsen succeeds William Wyatt, who has resigned to join the A. C. Nielsen Co.

MR. MADSEN

Mr. Madsen, who has been a member of BAB's board of directors for the past two years and has resigned from that post, started his broadcasting career on the engineering staff of KSL Salt Lake City 20 years ago. He was commercial manager of KUTA Salt Lake City in 1938 and 1939 and was a co-founder and organizer of the Intermountain Network in 1940. During 1947-48 he served as director of commercial operations for KSL. In his new post, Mr. Madsen will operate out of BAB's New York headquarters.

'Wyd, Wyg, Yactar'

BAB's battle-cry for this summer is: "Wyd, wyg, yactar!" The slogan, which will figure prominently in a package of 24 on-the-air announcements that is being distributed to more than 800 BAB member stations, means: "Whatever You Do, Wherever You Go, You're Always Close to a Radio!" The announcements, which constitute series number four in BAB's continuing campaign to "sell radio on radio," is designed for broadcast in May, June, July and August. They consist of six one-minute spots, ten station breaks and eight eight-second identification announcements. The "Wyd, wyg yactar" slogan is featured in the complete set of teaser-type ID announcements.

Duffy, Bonfig to Address Chicago 'Tribune' Forum

BEN DUFFY, president of BBDO, and Henry C. Bonfig, vice president of Zenith Radio Corp., will be among 24 speakers at the Chicago *Tribune's* fifth annual Distribution and Advertising Forum May 17-18.

Business and industrial leaders will discuss market advances that can help achieve higher living standards. The three sessions will be held in the audience studio of WGN, the *Tribune* station.

Mr. Duffy will be a panelist at the May 18 afternoon meeting on "Advertising to Raise the Standard of Living." Other speakers include Glenn Gundell, vice president, National Dairy Products Corp.; George H. Hartman, president of George H. Hartman Co., an agency; John H. Tinker Jr., senior vice president and creative director for radio-tv, McCann-Erickson, and Chester Miller, copy supervisor, Leo Burnett Co.

A morning session will include Mr. Bonfig and W. Paul Jones, president of Servel Inc.; John F. McBride, manager of marketing, General Electric; L. P. Reed, president of Sawyer Biscuit Co., and M. F. Peckels, consumer relations manager, International Harvester Co. The clinic will be devoted to the management view of advertising and distribution, including costs and product development.

The opening discussion on marketing May 17 will feature Charles W. Adams, Coca-Cola Inc.; Harry Alter, Harry Alter Co.; James P. Delafield, Birds Eye Div. of General Foods; T. H. Young, U. S. Rubber Co., and other marketing specialists.

BAILEY ELECTED AFCA PRESIDENT

Armed Forces Communications Assn. holds its eighth annual convention in Washington. Delegates hear of the role communications is playing in the nation's defensive efforts.

GEORGE W. BAILEY, executive secretary of the Institute of Radio Engineers, was elected president of the Armed Forces Communications Assn. for a one-year term at a meeting of the AFCA board in Washington last Friday, on the last day of the two-day eighth annual AFCA convention at the Shoreham Hotel.

Named vice presidents were: Maj. Gen. G. A. Blake, chief of Air Force Communications; Maj. Gen. G. I. Back, chief signal officer; Rear Admiral W. B. Ammon, chief of Naval Communications; W. W. Watts, RCA executive vice president in charge of the electronic products division, and Rear Admiral E. W. Stone, president of American Radio & Cable Co.

Washington War Service

Mr. Bailey served in Washington during World War II as chief of the Office of Scientific Personnel under Dr. Vannevar Bush, director of the Office of Scientific Research & Development, and received the Certificate of Merit from President Truman. An internationally known amateur radio operator, he was president of the American Radio Relay League and of the International Amateur Radio Union from 1940 to 1952.

At the annual AFCA banquet Friday evening, Hal S. Dumas, executive vice president of AT&T, addressed the association on "Communications for Continental Defense," saying that "it is the American peacetime habit of using electrical communications universally that makes it a weapon immediately available for our defense."

He said 17 telephone companies, "from Western Electric, from AT&T's Long Lines Dept., and from the Northern Electric Co. of Canada," were involved in work by the Defense Dept. in its recently-announced plans for the Distant Early Warning Line from Alaska to Greenland to give American cities up to six hours warning should an air attack be launched over the Polar region.

Citing the contribution of communications to development of the Nike guided missile, which tracks down and destroys enemy planes, he said the military services "can count fully on the men and women of the communications industry."

Frederick R. Lack, vice president of Western Electric Co., was among speakers at a Thursday symposium. Others were Federal Civil Defense Administrator Val Peterson, who also

NOW on the AIR

with local "LIVE" COLOR TV

FIRST AND ONLY TV STATION IN OKLAHOMA OPERATING WITH MAXIMUM AUTHORIZED POWER!

ANOTHER "FIRST" FOR WKY-TV!

Local "live" color was first introduced to Oklahoma TV viewers in a five-minute telecast at 6 p.m. on April 8 by E. K. Gaylord, president of the Oklahoma Publishing Company and WKY Radiophone Co.

Now, with two complete camera chains in operation, WKY-TV is nation's *first* independent station to have a regular schedule of local "live" color programs. Far-sighted planning made it possible for WKY-TV to receive the *first* color cameras delivered to any independent station in America! This same foresight has been characteristic of every phase of WKY-TV's operation. That's why WKY-TV is FIRST in black and white television*— as well as COLOR!

*Pulse 29-County Audience Survey, Hooper Oklahoma City Audience Survey of January, 1954, and ARB, March, 1954. See your Katz man.

WKY . . . *FIRST* Radio Station in Oklahoma
WKY-TV *FIRST* Television Station in Oklahoma
WKY-TV *FIRST* Station with Color TV in Oklahoma
WKY-TV *FIRST* In Popularity in Oklahoma

WKY-TV

CHANNEL 4
OKLAHOMA CITY

Owned and Operated by
The Oklahoma Publishing Co.
The Daily Oklahoman-Oklahoma City Times
The Farmer-Stockman — WKY Radio
Represented by The Katz Agency, Inc.

spoke at the Thursday keynote luncheon; Arthur Flemming, director of the Office of Defense Mobilization, and Maj. Gen. Frederick Harrison Smith, vice commander of the Air Defense Command.

In his symposium talk, Mr. Peterson said there is not "sufficient capacity" for handling messages in time of all-out attack, adding, "We have a need for better activating and control systems to insure positive warning, free from possibility of mistake or misfire; systems which will reach into the perceptive range of every man, woman and child, including our workers, our families at home, our executives sealed in air-conditioned office buildings."

The Army, Navy and Air Force had electronic equipment on display.

Army Signal Corps soldier-specialists from Fort Monmouth exhibited several experimental devices using transistors and printed circuits, including the "Dick Tracy" wrist radio. Also shown were a four-ounce amplifier and radar and photographic equipment.

Two new radio relay sets were shown, the smaller designed for vehicular use, to establish mobile radio relay facilities in front line positions, by spacing vehicles 25 miles apart, for multi-channel communications.

The larger radio relay set provides a 12-channel carrier telephone system and introduces automatic frequency regulation for tactical use for the first time.

NCAA Budgets $70,650 For '54 Grid Tv Program

NCAA's executive committee last Wednesday approved a $70,650 budget for operation of the 1954 controlled football tv program already adopted by the association's membership.

At the same time the committee heard and discussed a report on the whole football television program, including its organization and operation. NCAA has selected ABC-TV for games next fall [AT DEADLINE, April 26].

NCAA's video budget will be used to defray expenses for producting the control plan, according to Walter C. Byers, executive director. These include money for four or five meetings of the NCAA Tv Committee and expenses incurred through the administrative offices of Asa Bushnell, NCAA tv program director.

The executive committee met Wednesday and Thursday and NCAA's 18-man policy council Friday and Saturday at Chicago's La Salle Hotel. The tv phase was only one of many matters taken up at the annual spring meeting.

Bernald Heads Korea Drive

GENE BERNALD, president of Pan-American Broadcasting Co., station representatives, last week was named chairman of the American-Korean Foundation's radio industry committee for "Help Korea Trains." He will contact U. S. radio stations and other segments of the industry in an effort to obtain gifts of broadcasting equipment to revitalize the Korean Broadcasting System, which was demolished during the Korean war, and also will seek new and used technical books, receiving sets, recordings, tapes, musical programs, and other supplies and equipment. Headquarters of the radio division for "Help Korea Trains" is at the American-Korean Foundation, 20 Park Ave., New York.

MR. BERNALD

SMPTE SETS COLOR FILM REEL TEST

COLOR test film reel, which will be used as standard for all television station operators and equipment manufacturers, will be produced by the Television Committee of the Society of Motion Picture & Television Engineers, it was announced last week.

The announcement was made at the 75th semiannual convention of the SMPTE at Washington's Hotel Statler last week. More than 500 film and tv technicians were registered.

Entire Friday session of the convention was devoted to television. Twelve "papers" were read on that subject.

In deciding to start work on a color test film reel, the SMPTE tv committee determined that the test reel will be made up of sections from the four major manufacturers of color film—Technicolor, Ansco, DuPont and Eastman-Kodak.

Test reel will permit broadcasters and equipment makers to check the performance of equipment, it was pointed out. A tv test reel for black and white film is standard for present monochrome operations, it was explained. This, too, was developed by SMPTE.

Work on the test reel will begin early in June, it was decided. It was hoped to have the project completed by fall. Thomas Gentry Veal of Eastman-Kodak is chairman of this committee.

The Television Studio Lighting Committee agreed to broaden its study of lighting standards by including non-network owned station operators, it was announced. At present, major network technical personnel have been working on this subject. H. M. Gurin of NBC is chairman of this committee.

The convention also heard W. W. Watts, RCA executive vice president in charge of electronics products, declare that RCA may spend $30 million in establishing color tv as a new service to the American public. RCA already has spent $30 million in developing compatible color tv, he said.

Mr. Watts predicted that by July 1 there would be 75 cities interconnected for color tv; and that by the end of 1954 there would be more than 140 cities able to receive network color programs. There will be 125 stations able to broadcast color by then, Mr. Watts estimated, and their signals will cover 75% of the country's population.

The early days of tv were discussed by J. V. L. Hogan, consultant, New York.

Need for more critical studio practices in order to maintain the compatibility features of color tv was stressed by Richard S. O'Brien, CBS-TV. He indicated that light levels for color were two-and-a-half times those for black and white.

Color television light sources were discussed by Mr. Gurin.

Lighting contrast of 2:1 for best results is required in color tv, E. T. Percy and Mr. Veal, of Eastman-Kodak, explained. They also recommended background lighting to give illusion of depth.

Superiority of the vidicon tube for film pickup was stressed by James L. Lahey, Dage Electronics Corp.

Electronic shutter in tv film pickup was described by F. Cecil Grace, Allen B. DuMont Labs.

Axel Jensen, Bell Labs., spoke on the evolution of modern tv.

NBC's mobile color unit was described by Sherman Atwood. NBC.

Use of an improved ultraviolet phosphor and photographic process in recording tv pictures were discussed by J. M. Brumbaugh and R. O. Drew, RCA.

How NBC has recorded color tv signals was told by E. D. Goodale, NBC.

A 16mm continuous projector with an f/1.6 optical system, designed especially for color tv, was described by Otto Wittel, Eastman-Kodak.

SMPTE's fall meeting is scheduled for Oct. 18-22 at the Hotel Ambassador, Los Angeles.

Tactical Tv

ESTABLISHMENT of an experimental Tactical Television Unit by the U. S. Army Signal Corps was announced at the 75th semiannual convention of the Society of Motion Picture & Television Engineers, held last week in Washington.

If proven out in tests, the unit may revolutionize battlefield "command," Capt. H. C. Oppenheimer, Army Signal Corps, told SMPTE audience at the television sessions Friday.

Command of troops in battle has always been tenuous, the Signal Corps officer said. Runners, smoke signals, pigeons were used in earlier days; now we have radio and wire communications. But television may permit a commander for the first time in warfare to eyewitness the events on the battlefield.

Tv has aided in certain types of training, Capt. Oppenheimer said. It was found, for example, he explained, that one group, comprising the lower 50% in I.Q. standing, was aided "considerably" by tv instruction—compared with no difference in the group composed of the upper half in I.Q. standing.

Long distance viewing of contaminated or inaccessible areas is also a possibility with tv, he explained. This would be particularly valuable in atomic warfare, he said.

IBA Clinic Studies News Access Rights

ALL NEWS MEDIA have a common cause in keeping open the channels of communication, newsmen were told at a radio-tv news clinic conducted jointly by the Illinois Broadcasters Assn. and U. of Illinois at Urbana, April 30.

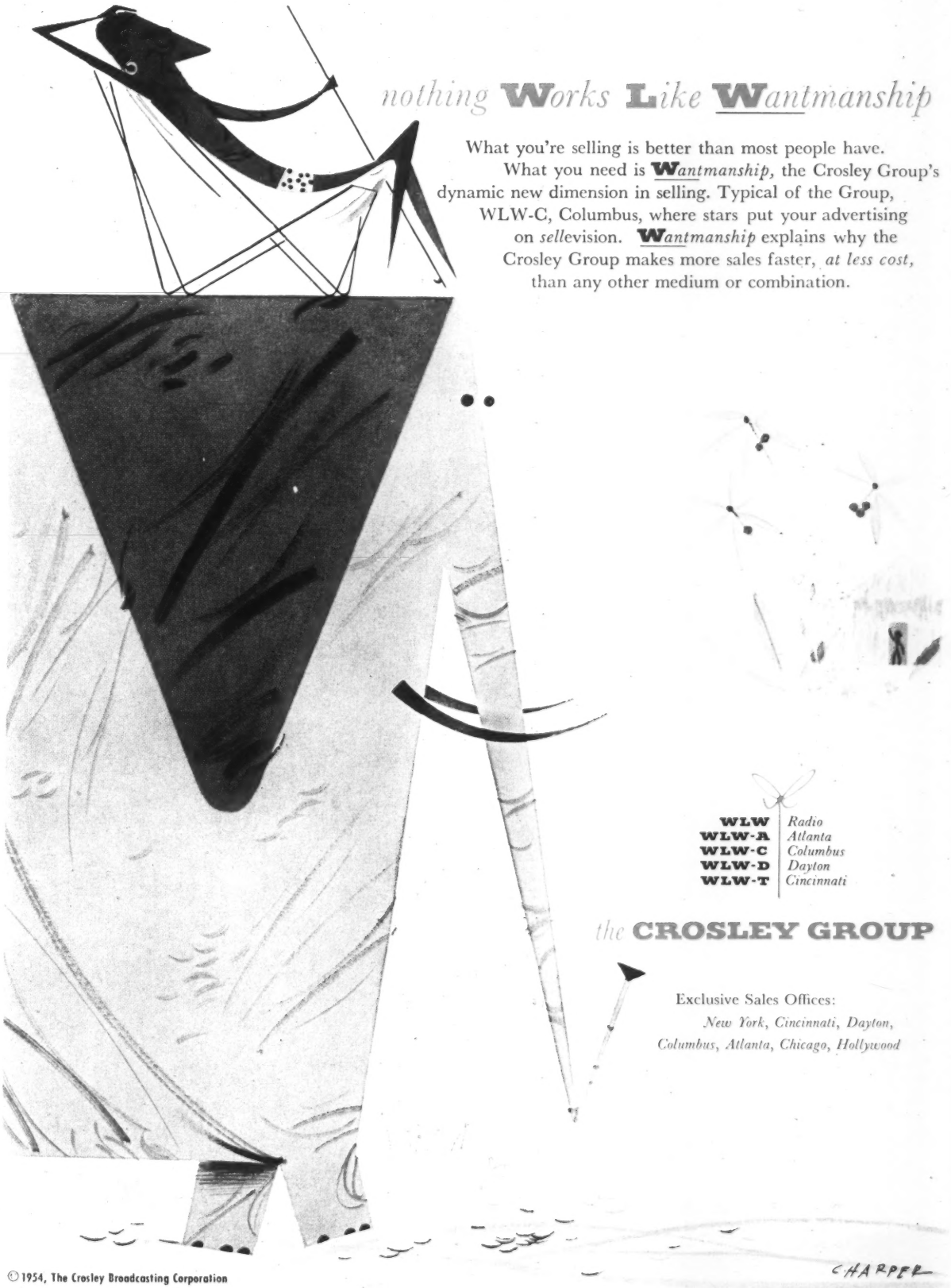
A radio news director and newspaper editor joined in urging radio-tv newsmen to unite with printed media in making the first Illinois AP Freedom of Information Clinic in Springfield a success. The session will be held this Friday (May 14), with access to news as the key topic [B•T, May 3].

About 50 Illinois radio-tv broadcasters attended the Urbana clinic, with the first day (April 30) devoted to problems of political broadcasting and access to news sources. Second day was devoted to television news.

Glen L. Farrington, WTAX Springfield, recounted his eight-year fight to open the Illinois legislature to news coverage. He finally achieved success last year, with backing of IBA and the Chicago Radio Newsmen's Assn. WTAX-FM broadcast direct from the house chamber and WTAX carried weekly taped reports. Mr. Farrington urged broadcasters to avail themselves of this coverage right.

Martin J. Gagie, executive editor, Danville *Commercial News* and chairman of the Illinois Freedom of Information Committee, called on broadcasters and newspapermen to unite on that front.

Bob Boaz, day news editor, WHAS-AM-TV



nothing **W***orks* **L***ike* **W***antmanship*

What you're selling is better than most people have.
What you need is ***Wantmanship,*** the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-C, Columbus, where stars put your advertising on *sell*evision. ***Wantmanship*** explains why the Crosley Group makes more sales faster, *at less cost,* than any other medium or combination.

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

the **CROSLEY GROUP**

Exclusive Sales Offices:
New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Hollywood

CHARPER

© 1954, The Crosley Broadcasting Corporation

TANKER OFFICER Durward Knight uses sextant to "shoot the sun." He started as mess man 9 years ago — now is chief mate on tanker. All top men in marine department of Knight's company started out "on the deck."

GEOLOGIST Bill Alexander, a Texas A & M grad, plots subsurface "fault" pattern of oil field. Now in development section of his company's Geological Department, Bill's work helps guide future drilling operations.

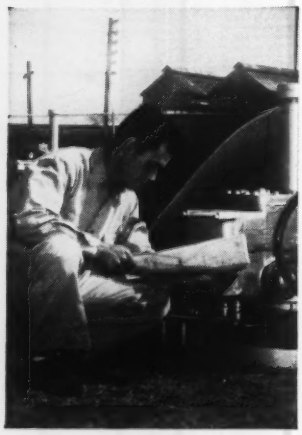
RESEARCHER Betty Meehan is a specialist on oil-based synthetic detergents in East Coast oil company lab. Like many young women in oil science, Betty is ideally suited for research on products used by housewives.

SALESMAN Jerry Chase, 27, helps another young man get started in the service station business. An ex-GI and Columbia graduate, Jerry began on fuel oil truck 3 years ago — now has own sales territory in New Jersey.

REFINERY ENGINEER Arthur Smith, 30, a Stanford graduate, began as junior technologist in oil company lab. Though Korean Navy duty interrupted career, he now supervises toulene plant in West Coast refinery.

OPPORTUNITY KNOCKS FOR YOUNG AMERICANS

DRILLER John B. Farrell "makes hole" 11,000 feet down at an exploratory well near Longville, Louisiana. Starting in the oil fields as a floor hand, or "roughneck," Johnny now has full charge of a 5-man drilling crew.



PIPELINE ENGINEER Joe Cortmilia, 25, checks pumping station. With engineering degree from S. M. U., Joe went into the field as pipeliner, worked as draftsman — now is inspector on new pipeline construction.

The young people pictured here have one thing in common: like thousands of other young Americans, they are busy building successful careers with U.S. oil companies.

They have all found that initiative, imagination and hard work get quick recognition in this progressive, highly competitive industry. For every oil company needs these qualities in its constant efforts to stay ahead of competition.

Everybody benefits from the fact that oil is a business where young people can get ahead. Because the best way for them to succeed is to help create better, more efficient products and services. This is another important reason why *you* enjoy the finest oil products at the world's lowest prices.

Note to college and high school students: For a free booklet, "Careers in Petroleum," write to the AMERICAN PETROLEUM INSTITUTE, Box 172, 50 West 50th Street, New York 20, N. Y.

JOBBER James Bellew, Jr., an ex-GI, graduated from Lafayette — went to work for Dutchess County, N. Y. oil jobber as fuel oil salesman. Now, only 3½ years later, he is operations manager for the entire company.

Louisville, told delegates that tv used rightly can give local news back to the people. He suggested a daily newsreel with support from authoritative newsmen for on-camera work. This type of coverage will "pay in the cash till, in prestige, in public regard for your action, and in success in the battle with competitors." He said a short newsreel could be produced at a cost of about $500 a week.

Other speakers included Dix Harper, WLS Chicago, who discussed radio's changing role with farm broadcasting as a case study; Donald E. Brown, associate professor, U. of Illinois and news director of WILL Urbana, who lauded radio as the top medium in point of adhering to tenets of good taste; Al Rowe, WSOY Decatur, who recounted how his station was able to restore a tape recorder at school board meetings after an initial ban; Robert J. Burrow, WDAN-AM-TV Danville and president of IBA, who spoke on "IBA Views the News"; Roger Atkinson of WDZ Decatur, Keith Bright of WJBC Bloomington, Fred Christiansen of WDWS Champaign and Don Reddicliffe of WKRS Waukegan, who explored community news coverage; John Allen, WBBM-TV Chicago, who stressed morning news shows.

Tormey Criticizes 'Big 3' Soap Firms

AMERICA needs another washday product like Carter needs more pills—at least that's the opinion of William J. Tormey, vice president and director of sales and advertising of White King Soap Co., Los Angeles.

He said as much to the 21st annual National Premium Buyers Exposition in Chicago last week. He illustrated the lack of such a need during his ad lib talk by tossing soap flakes boxes into the orchestra pit and onto the stage of the Eighth St. Theatre.

Mr. Tormey's talk was the highlight of a four-day exposition of the Premium Adv. Assn. of America, which convened at the Conrad Hilton Hotel. Over 2,000 advertising executives, merchandising managers, retailers and manufacturers attended the Monday-through-Friday meet.

Mr. Tormey appeared as a panel speaker last Tuesday along with Dr. Daniel Starch, president of Daniel Starch & Assoc., New York, business research consultants, and Gordon Ellis, merchandising director, Pet Milk Co., St. Louis.

Mr. Tormey's target was the "Big Three" of the soap industry—Procter & Gamble, Lever Bros. and Colgate-Pamolive Co.—which he charged had pre-empted the advertising business in broadcast and printed media. He described P&G as the No. 1 spender in advertising, Lever Bros. as No. 3 and Colgate as No. 5. White King spends less than 1% of the advertising in 11 western states, he added.

Spots Crowded

Mr. Tormey said P&G has most of the morning spots on CBS and the afternoons on NBC, "so that when you, as a regional advertiser, try to buy a good spot, it's pretty difficult."

He cited the list of programs sponsored by the three major soap companies.

Despite this, Mr. Tormey concluded, "we sell more White King soap in the 11 states where we operate than all other soaps combined."

Dr. Starch discussed readership studies concerning premium advertisements, how premium offers affect readership and whether they influence the responsiveness of readers.

He noted that his firm has records of "preference, acceptance and ownership of durable products"—radio-tv receivers and others—and has analyzed and compared these factors among readers and non-readers of advertisements immediately after their appearance.

Dr. Starch's conclusions were these: Advertisements (1) should be acceptable, helpful, informative and not full of generalities, irrelevancies and "dull, stale, worn out copy"; (2) should not be "blatant," exaggerated and "incredible."

Mr. Ellis lifted a definition from a book by Herbert Wilson: "Merchandising is marketing strategy to get the right product to the right place in the right quantity at the right time in the right line—merchandising is strategic action to move merchandise." Merchandising and selling by repeating your story, he told delegates, means more demand for more products and more coupons for more premiums.

Among the industries with buyers at the exposition were oil, soap, grocery products, cosmetics, retailers and appliance manufacturers. Gordon C. Bowen, PAAA president, noted heavy attendance of supermarket operators and claimed, "The growth of hard-selling premium promotions in supermarkets has been phenomenal during the past year." Manager of the exposition was A. B. Coffman Assoc., Chicago.

Washington IRE Unit To Discuss Uhf Problems

UHF TV—"Problems and Prospects"—is scheduled to be discussed before the Washington (D. C.) section of the Institute of Radio Engineers today (Monday) at the Pepco Auditorium at 8 p.m.

Featured speakers will be FCC Comr. George E. Sterling, GE's William J. Morlock, on transmitters, and RCA's Wen Juan Pan, on receivers.

More than 300 registrants heard papers on various aspects of tv technology April 24 at the Eighth Annual Television Conference of the Cincinnati Section of the IRE at the Engineering Society of Cincinnati Bldg.

Among the featured speakers were Axel Jensen, Bell Labs, on color tv; Ralph S. Brown, Sylvania, uhf tuners; Jack Avins, RCA Labs, IF amplifiers; J. P. Roneto, Raytheon, semiconductors; R. E. Bradberg, Federal Telecommunications Labs, 12.5 kw uhf transmitters; James G. Reeves, CBS Labs, chromacoder color system, and Willmar K. Roberts, FCC, interference.

Richard A. Maher, Avco, and Dr. D. W. Martin, Baldwin, were moderators.

New Mexico Broadcasters Elect Tucker President

MERLE TUCKER, KGAK Gallup, was elected president of the New Mexico Broadcasters Assn. at its meeting in Ruidoso last month. Others elected were Wayne Phelps, KALG Alamogordo, vice president; A. M. Cadwell, KOAT Albuquerque, treasurer, and Margaret H. Wettling, secretary.

The association unanimously approved a set of rules for broadcasting games under jurisdiction of New Mexico High School Activities Assn., which has not yet acted. The rules specify no charge will be made for broadcast rights. The high school group reserves the right to sell tournament sponsorship to a major company which in turn may specify stations to carry the broadcast, with all stations entitled to carry events provided they do not sell sponsorship competitively.

Nielsen Analyzes Tv Costs for Group

COST-PER-THOUSAND commercial minutes for tv programs sponsored by makers of radios, tv sets and electrical appliances ranged from $1.50 to $10.40, according to an analysis made by A. C. Nielsen Co. This commercial-minute base was used to permit comparison of differences of commercial time in programs of varying lengths, it was explained.

Other findings of the study:

1. Monthly unduplicated coverage of tv homes ranged from 16.5 million for a weekly show, down to 1.8 million for a bi-weekly program.

2. Cost-per-thousand homes reached in a week ranged from a low of $4.30 to a high of $34.20.

3. Total number of commercial impacts per month per program ranged all the way from 5 to 220 million.

4. Total monthly expenditures of individual companies in relation to commercial impacts per month varied widely; one company spent virtually twice as much as another to achieve the same number of impacts.

Radio Sells Homes

CONTINUED selling power of radio was demonstrated through a survey of purchasers of 33 homesites in Holly Manor development, Wilmington, Calif., when 60% reported they first heard about the $11,500 homes on KOWL Santa Monica.

Tract executives directed a sales message to southern California Negro and Mexican audiences in a three-week campaign, using a total of 52 spot announcements on *Joe Adams* and *Chico* disc m.c. programs. The entire tract was sold out.

Tv Sales Match 1953's; Radio Total Shows Decline

SALES of tv receivers at retail totaled 1,780,795 in the first 13 weeks of 1954, according to Radio-Electronics-Tv Mfrs. Assn. The figure compares with 1,780,899 sets sold in the first quarter of 1953.

While sales of tv sets matched last year's total for the quarter, retail sales of radio sets were 1,059,336, well below the 1,438,866 sets sold in the same 1953 period. March retail tv sales totaled 512,861 sets compared to 536,017 in February and 603,704 in March 1953. March radio sales totaled 486,034 sets compared to 262,679 in February and 516,618 in March 1953. The radio figures do not include auto sets.

RETMA had reported earlier that 1,096,652 auto sets had been produced in the first quarter last year, 370,249 of them in March. Most auto sets are sold direct to auto manufacturers and are not included in the retail set figures.

Sale of cathode ray picture tubes totaled 759,468 in March compared to 645,715 in February and 974,154 in March 1953. Receiving tube sales in March totaled 29,063,484 compared to 25,189,147 in February and 44,691,200 in March 1953.

Passing lures don't take away our listeners. We stack up . . . for we carry the 20 top-rated programs, day and night. And for faithful listening, WBNS has lasting appeal — a greater tune-in than all other local stations combined!

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

'Lucy', 'Dragnet' Head Nielsen's Latest List

CBS-TV's *I Love Lucy* and NBC-TV's *Dragnet*, in that order, headed the A. C. Nielsen Co. top 10 evening, once-a-week network tv shows for the two weeks ending April 10, the marketing research firm reported last week. The ratings:

NUMBER OF TV HOMES REACHED

RANK	PROGRAM	HOMES (000)
1	I Love Lucy (CBS)	16,304
2	Dragnet (NBC)	15,321
3	You Bet Your Life (NBC)	12,850
4	Gillette Cavalcade (NBC)	12,562
5	Buick-Berle Show (NBC)	12,446
6	Rodgers & Hammerstein (NBC)	11,997
7	Jackie Gleason Show (CBS)	11,959
8	Ford Theatre (NBC)	11,349
9	Arthur Godfrey's Scouts (CBS)	11,241
10	Toast of the Town (CBS)	10,625

PER CENT OF TV HOMES REACHED PROGRAM STATION BASIS

RANK	PROGRAM	HOMES %
1	I Love Lucy (CBS)	58.9
2	Dragnet (NBC)	56.1
3	Gillette Cavalcade (NBC)	48.5
4	Jackie Gleason Show (CBS)	47.4
5	You Bet Your Life (NBC)	47.0
6	Buick-Berle Show (NBC)	47.0
7	Rodgers & Hammerstein (NBC)	44.6
8	Arthur Godfrey's Scouts (CBS)	44.1
9	Ford Theatre (NBC)	43.6
10	Toast of the Town (CBS)	42.4

Copyright 1954 by A. C. Nielsen Co.

Radio Gains Listenership In Tv Homes, Says Nielsen

RADIO listening in tv homes is increasing, according to A. C. Nielsen Co. data. During the first five months of the 1953-54 season (Sept.-Jan.) the average tv family used radio 1 hour and 46 minutes a day, compared to 1 hour and 41 minutes for the same months the previous year.

January registered a new all-time high for time spent viewing tv per home, with an average of 5 hours, 46 minutes a day, Nielsen reported. The same month of 1953 and 1952 were previous highs, only one minute less per home per day.

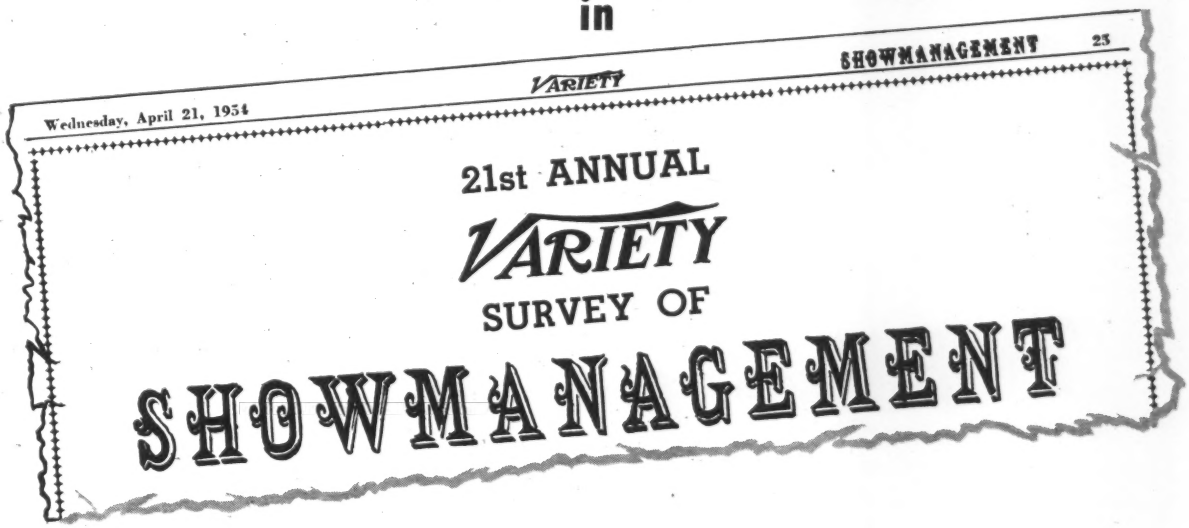
February Radio Shipments Top January's by 16,698

RADIO set shipments to dealers in February were 16,698 higher than the previous month's figure, according to Radio-Electronics-Tv Mfrs. Assn., with 291,234 sets shipped as compared to 274,536 in January. The shipments do not include auto sets.

Radio set shipments to dealers by states for the first two months of 1954 follow:

State	Total	State	Total
Ala.	6,559	Nev.	529
Ariz.	2,985	N. H.	1,407
Ark.	3,939	N. J.	32,083
Calif.	36,498	N. M.	1,327
Colo.	2,850	N. Y.	113,993
Conn.	9,975	N. C.	9,329
Del.	1,101	N. D.	1,600
D. C.	5,738	Ohio	35,498
Fla.	12,562	Okla.	4,948
Ga.	8,011	Ore.	2,359
Idaho	1,086	Pa.	33,931
Ill.	39,097	R. I.	3,701
Ind.	11,018	S. C.	3,748
Iowa	6,800	S. D.	2,564
Kans.	4,708	Tenn.	9,235
Ky.	6,551	Tex.	22,815
La.	6,836	Utah	1,460
Me.	1,628	Vt.	768
Md.	11,899	Va.	9,409
Mass.	18,781	Wash.	6,643
Mich.	27,627	W. Va.	4,910
Minn.	8,503	Wis.	8,749
Miss.	5,030	Wyo.	960
Mo.	8,967		
Mont.	1,599	TOTAL	565,770
Neb.	3,456		

WSM Wins Top Programming Award in



THE CITATION

"There's gold in them thar hills, and out of music of the hill country, WSM has mined itself a mint of billings, and an 18-carat position among radio stations of the nation. More than that, a solid-gold niche in the pop music business, as a maker of hits, a discoverer of talent, and proud pappy of country-style music that's such an important ingredient on the air everywhere, and in jukeboxes coast-to-coast.

"WSM's unique position is no accident. It's the result of its continuing conviction that radio is healthy and important, and backing up of that conviction with year-after-year investment in live programs, live talent. The Nashville Story which has made this southern city one of the major pop music centers of the U. S. A., is largely the WSM story.

"This is the station that today has on its talent payroll 241 — count 'em — 241 performers. This is the station that last year fed nearly 1,000 individual programs to the networks. And this is the station that not only programs coast-to-coast via its flock of network feeds, but also, in a sense, programs hundreds of indies all over the country, through the hundreds of disks cut each year on dozens of labels by its big battery of talent.

"More and more, AM stations are giving up their roles of discovering and developing new talent — except for an occasional WSM which finds and builds stars like Snooky Lanson, and when it loses them to New York or Hollywood, goes right out, scouts the hills and towns, and comes up with new ones.

"Institutions like 'Grand Ole Opry' are just a small part of the WSM operation. In fact, while country music is the mainstay of WSM's programming, it's not so widely known that WSM also does a fine job in programming other types of music — jazz, standards and even classical.

"Disk jockeys and turntables are a necessary and important part of AM broadcasting in era of video, but in the WSM story there's a mighty moral for some other bigtime stations. Maybe the small stations can't afford it, but there certainly are a couple of dozen other big-city stations in this country that would find themselves winning new audiences and bigger ratings by going in for the big sound, the live sound. Their battle-cry could well be: bring 'em back alive."

The Showmanagement radio entries, though solid and comprehensive, too often lacked the necessary spark and vision vital for growth. True, there were the exceptions, as with WSM in Nashville, which once more demonstrated that its unique position in the broadcasting industry and the music biz is no mere accident. For WSM still holds the conviction that radio—big, live radio—is healthy and important. Equally as [illegible]datory

WSM *Nashville*

Clear Channel • 50,000 Watts

'EXCLUSIVE' TERRITORY RULE CHANGE DRAWS FEW BRIEFS

But NBC tells FCC the proposal actually would cause economic loss to stations, is unworkable and would lessen inter-network competition. Part of stations filing have different opinion.

ONLY a bare handful of comments were filed with FCC last week on the Commission's proposal to restrict a tv station's "exclusive" rights to network programs to the community where its channel is allocated rather than to the coverage area [B•T, April 5].

NBC contended the proposed rule change is unworkable, would actually effect the economic loss to stations and result in lessened competition among the major networks. Only other opposition was filed by ch. 8 WNHC-TV New Haven, Conn.

Comments in support of the rule change were filed by ch. 15 WLBR-TV Lebanon, Pa.; Valley Telecasting Co., permittee for ch. 5 at Green Bay, Wis.; ch. 39 KNUZ-TV Houston, Tex.; ch. 42 WNAM-TV Neenah, Wis., and Summit Radio Corp., operator of ch. 49 WAKR-TV Akron, Ohio.

Specifically, FCC would amend Sec. 3.658(b) of its chain broadcasting rules so as to substitute "community" for "area" in describing the scope of territorial exclusivity. The change, FCC indicated, would prevent an affiliate in a principal city from keeping a network show off a station in a nearby market even though the first station did not wish to carry the program.

In its brief, NBC held that the change would encourage duplication of program service and inefficient use of television channels. NBC said "one of the fundamental objectives of the network rules was to provide a workable basis upon which territorial exclusivity could be granted to a network affiliate. It was recognized that some measure of exclusivity was a requisite of successful network operations and that duplication of the same network programs in the same service area should be avoided."

NBC said it is clear from the history of 3.658(b) "that the rule has never deviated from the original Commission principle that '. . . it would be wasteful duplication of service for a network simultaneously to send identical programs to stations whose service areas approximately coincide.' "

NBC cited *Petition by Moline Bcstg. Corp.*, 5 RR 466 (1949) as "a forceful example of the application of this principle. In that proceeding a radio station was seeking a network affiliation and charged that it was being prevented from getting network service by the actions of another radio station which was an affiliate of the network in question. The evidence showed that the station of the petitioner was within the primary service area of the accused station." The petition was denied, NBC recalled and noted that in its memorandum opinion the Commission stated:

> The chain broadcasting rules and Sec. 3.102 particularly express two policy considerations. The first consideration is that a station should not enter into a contract with a network whereby the network is precluded from offering its programs to a station serving substantially different areas. On the other hand, it is consistent Commission policy to prevent a duplication of programs by stations serving substantially the same area in order to achieve a maximum utilization of radio frequencies.

Direct Conflict

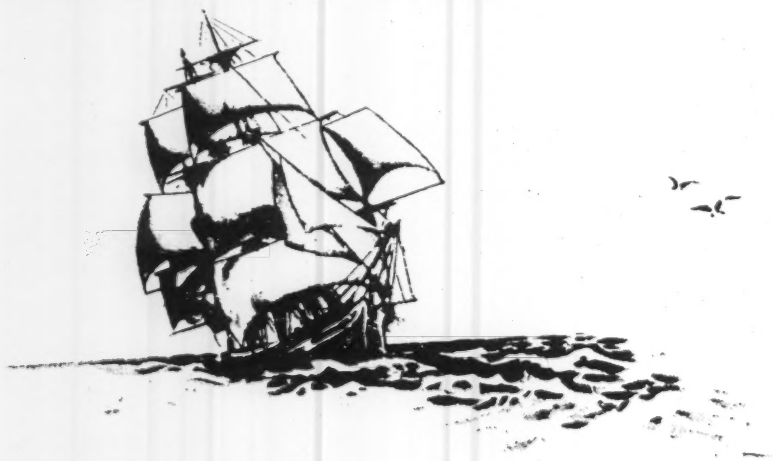
The change proposed by the Commission in 3.658(b) is in direct conflict with this second policy consideration, NBC said. "It would ignore the fact that a station's signal does not stop at the city limits of the community in which the station is located. It would substitute artificial political boundaries as the measure of protection for a station's signal in lieu of the common sense standard of whether the signal strength is adequate."

NBC cited examples of separately listed communities in the table of assignments which are geographically separated by relatively short distances, using the New York-New Jersey-Connecticut area.

The NBC brief pointed out that the proposed rule is designed to encourage the broadcasting of the same network programs by a station in each of these communities, but said that for cities as close as Stamford and Norwalk (8 miles), or Hartford and New Britain (8.5 miles), "this would make no sense economically. Except for isolated cases based on unusual considerations of local interests, advertisers will not buy both stations since there will be substantial duplication of coverage. More important, the listeners in the area of the two stations will be deprived of a choice of program service if both stations carry the same programs."

An "absurd result" is reached if the new rule is applied to those cases where a channel has been assigned to a suburban community of a principal city primarily for the purpose of serving that city, NBC argued.

If the proposed rule is adopted, "NBC will



ALL CANVAS SET
AND RUNNING HARD

In its first six months of operation WCSH-TV has become Maine's leading television operation . . . serving fully two-thirds of the state's present and potential TV homes, plus thousands in eastern New Hampshire, efficiently, dependably.

100,000 Watts

Current RETMA estimate 100,000 sets

WEED—Television

WCSH-TV
CHANNEL SIX
PORTLAND

MAINE'S ONLY MAXIMUM-POWER STATION

KRNT-CBS in Des Moines

BASIC BUY IN IOWA

Basic Buy Because:

KRNT is the Hooper leader morning, afternoon, and evening (and has been for years!). In the morning, KRNT leads with an audience share of 48.8%. In the afternoon, KRNT leads with an audience share of 50.4%. In the evening, KRNT leads with an audience share of 41.8%. (Des Moines Hooper Report, Feb., 1954). KRNT is the only Des Moines station that can talk Hoopers!

Basic Buy Because:

KRNT is the station with the stars . . . CBS plus Don Bell, Iowa's favorite disc-jockey . . . Bill Riley, long-time popular emcee with the great new mid-afternoon participating show . . . Smokey Smith, Central Iowa's most popular Western and country-music star . . . Elizabeth Clarkson Zwart, veteran Tribune columnist with outstanding morning "radio column" . . . Al Couppee, Iowa's "Mister Sports" . . . Al Rockwell, late-evening music authority.

Basic Buy Because:

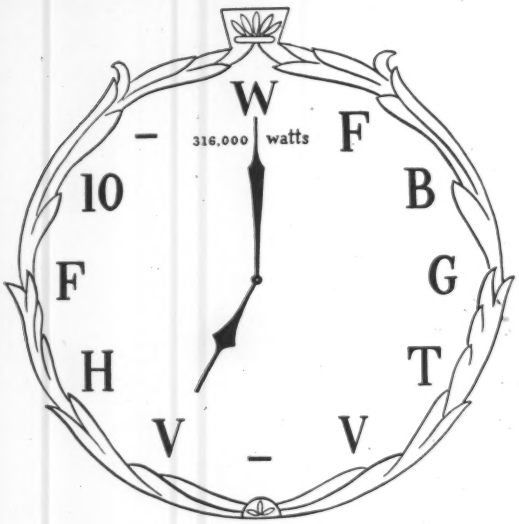
KRNT is the station Central Iowa depends on for news. Everyone knows such names in news as Russ Van Dyke, Paul Rhoades, Don Soliday, Tribune columnist Gordon Gammack, and Mac Danielson. It takes a BIG, FULL-TIME staff of professional newsmen — with "beat" reporters — to run the NEWS CENTER for Central Iowa. That's why any KRNT quarter-hour newscast is the most-listened-to newscast in Des Moines!

Basic Buy Because:

KRNT is the Know-How, Go-Now station in Des Moines . . . the only Des Moines station which builds audience through a daily newspaper radio column, as well as display advertising and many other promotion features . . . the showmanship station affiliated with KRNT Theater, world's largest legitimate theater . . . the station which has one rate for everyone, with no PI, no deals.

REPRESENTED BY THE KATZ AGENCY

THE TIME?

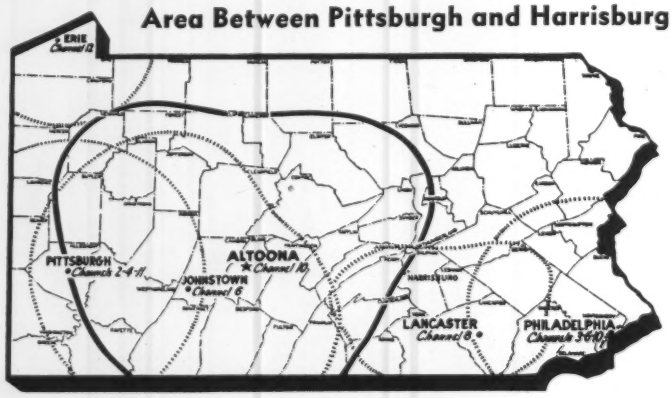


Well, It's Time to Utilize WFBG Television Coverage

IF YOU ARE NOT ALREADY DOING SO!

- **Television Families, 418,798**
- **Retail Sales $1.9 Billion**
- **Tower Height, 990 Feet Above Average Terrain**

The Only Station You Need to Cover the Rich Pennsylvania Area Between Pittsburgh and Harrisburg



WFBG TV AM

The Gable Broadcasting Co.

ALTOONA, PA.

ABC NBC DU MONT

Represented Nationally by H-R Television, Inc.

be forbidden from assuring its uhf affiliates in Macon, Ga., that NBC Television Network programs will not also be broadcast by the vhf station allocated to Warner Robins, Ga. Obviously, the Commission did not intend such a result.

"If two stations which serve substantially the same area, but which are located in different communities, carry the same network service neither will realize its full economic potential," NBC contended. "Advertisers will either not buy the duplicate coverage or will insist on an adjustment in rates to reflect the overlap in circulation. Consequently, stations which find themselves in this position will necessarily have lower station rates for network programs."

Program Popularity

Citing multiple affiliation practice in markets with less than four stations, NBC said, "in such cases, the tendency has been for the networks with the greatest number of popular programs to secure most of the available time on the stations which accept programs from more than one network. This has made it very difficult for the networks with fewer popular programs since they have not been able to assure advertisers of satisfactory clearances.

"With more and more new stations coming on the air every day this situation is fast being remedied. However, the proposed rule would have the effect of arresting this development in many market areas."

WNHC-TV said "territorial exclusivity is for the protection of the affiliate, not the network; and it is just as vital to the affiliate as is option time to the network.

"The public interest is protected so long as network programs are being carried by one station rendering service to an area; and the public interest is no better served by duplicating such programs on other stations rendering service to substantially the same area."

WNHC-TV argued that the only appropriate inquiry the Commission should make is what constitutes adequate "service." It said, "If in fact the affiliate renders service to an area, it is just as important that it have the right of first call on network programs throughout that area as it is that it have such right in the city in which it is located and in other unlisted cities within 15 miles thereof. The 15 mile criterion, which was arbitrarily selected for allocation purposes, bears no reasonable relation to the service areas of particular television stations."

'Preserve Independence'

The chain broadcasting rules were primarily intended "to curb the power of the major networks and preserve the independence of their affiliates," WNHC-TV said. "The proposed change in the concept of territorial exclusivity, however, weakens the position of television affiliates and strengthens the position of the networks."

Summit Radio held the proposed rule should be adopted "because the existing chain-broadcasting rule as to 'territorial exclusivity' permits arrangements, agreements and understandings between networks and their owned and operated or affiliated stations which unreasonably preclude stations in other communities from obtaining network programs and/or affiliations. . . .

"It is unreasonable for television networks and their owned and operated or affiliated stations to combine to restrain television stations not owned and operated nor affiliated with such networks, located in other communities, from affiliating with or broadcasting any programs desired of the networks. These restraints have in the past prevented, and would, in the absence of the proposed rule, continue to prevent such

A home run in the living room

Once again this season, WCCO-TV is bringing exclusive telecasts of Minneapolis and St. Paul American Association baseball to the fabulous Twin City market. Vivid sports telecasts are a traditional part of the WCCO-TV schedule—for WCCO-TV . . . in sports as in everything else . . . is the familiar "other member of the family" to 2½ million men, women, and children in our 62 county home area.

With this red-hot sports audience

A hit reaches 760,000 homes

Each game is a sell-out

Every pitch counts

WCCO-TV's year-round sports schedule offers a chance for a smart sponsor to slide safely into the real home base—that family circle reached best in the Northwest by WCCO-TV. Call Free and Peters for the complete line-up.

WCCO-TV

The other member of the family
Minneapolis—St. Paul

CBS

other stations from effectively competing with the network stations in nearby communities—for programs, for audience and for advertising revenues."

Although generally supporting the proposed rule, ch. 39 KNUZ-TV told the Commission it would not help in the Houston area since FCC has failed to deny the bid of ch. 11 KGUL-TV Galveston to move its transmitter site so as to put a primary signal into Houston. Citing the WSPA-TV Spartanburg precedent, KNUZ-TV contended it has been blocked from getting good network affiliations and shows because of the entrance of the new vhf signal.

"Insofar as the Houston situation is concerned and based upon KNUZ-TV's past experience," the uhf station said, "it is evident that the proposed change in the network territorial exclusivity rule will merely improve KNUZ's legal position in any effort which it may make to invoke the anti-trust laws against the network companies and KGUL-TV. From a practical standpoint, however, it can be anticipated that the networks will merely repeat to KNUZ what they have said in the past, *viz.*, 'We just can't force advertisers to take you.'

Networks Won't Sell Uhf

"It is therefore clear that the network companies will either make no contract at all for Houston, or, if they do, they will make no effort to sell a uhf outlet, such as KNUZ-TV, but instead will rely on their non-exclusive Galveston contract to cover that market."

Lebanon's ch. 15 outlet, WLBR-TV, related it has contacted all four networks "in an effort to obtain network service, even on a bonus basis," but in each case "it has been indicated that due to affiliations with stations in Harrisburg, York, Lancaster and/or Reading, it appeared that the services would be overlapping."

WLBR-TV asserted it "has established to its own satisfaction that it has a respectable viewer audience" but "finds it exceedingly difficult to sell time against the many network stations in the area." The station said it "believes that unless it is able to obtain a network affiliation, it will not be able to achieve financial success within a reasonable period."

Adoption of the proposed rule, the petition said, "although not compelling networks to affiliate with stations such as WLBR-TV, will permit the networks to exercise more freedom in their selection of stations and may thus permit stations such as WLBR-TV to obtain network services and thus compete successfully with other stations."

Valley Television contended it "is a victim of the ineffectiveness of the Commission's rules in achieving the objective that television stations serve only one principal community."

Valley explained it was granted ch. 5 at Green Bay on March 10 while FCC earlier had approved ch. 11 WMBV-TV Marinette, Wis., 49.5 miles distant, with Green Bay outside the Grade A contour of WMBV-TV.

WMBV-TV Gets NBC

Valley noted WMBV-TV's owner also is licensee of WMAN Marinette, an NBC affiliate, but the tv station did not affiliate with that network until February "when the Marinette company conceived a plan of moving its transmitter site further to the south in order to provide the city of Green Bay with a signal in excess of 77 dbu." After the change was granted and Valley indicated its intention to protest, WMBV-TV "suddenly requested the Commission to rescind its recent grant" of transmitter site change.

Valley said "this matter has been the subject of numerous pleadings" before the Commission in which WMBV-TV alleged the move "was designed specifically to establish an additional station in Green Bay despite the fact that the Commission in its table of allocations allocated ch. 11 to serve the local needs of Marinette."

Don C. Wirth, vice president of WNAM-TV, submitted his letter to the Senate Communications Subcommittee on the uhf problem which cited the Green Bay situation and suggested vhf stations be limited to transmitter locations not more than 10 miles from the principal city to be served. Recalling its efforts to get network programs, the ch. 42 station wrote Sen. Charles E. Potter (R-Mich.), subcommittee chairman, in part:

In New York, early in 1953, we were told that NBC-TV would not be able to give us an opinion on affiliation until after Milwaukee moved from ch. 3 to ch. 4 with 100 kw. When the move was made it was clear that Milwaukee and NBC-TV did not have primary coverage in this market, we again asked for an affiliation. On our second request we offered to carry NBC-TV programs as a bonus station, even paying the costs of network lines.

As late as Dec. 1953 we were informed that NBC-TV could not affiliate with us. We quote from a letter signed by Tom Knode of NBC-TV, "Obviously this conclusion has been reached on the basis of drawing board information, and our final position with respect to Neenah-Menasha can't be determined until the Marinette-Green Bay facility is in operation. We feel, however, that the best interests of all parties involved will be served by not affiliating with WNAM-TV at the present time."

This brings up the first statement we should like your Committee to consider. Allocation plan of the FCC Sixth Report. This plan allocated two vhf channels to Green Bay, Wis., and one vhf to Marinette, Wis. The FCC has recently seen fit to grant the Marinette facility a transmitter location at Pensaukee, Wis., which is 23 miles north of Green Bay. The proposed site is closer to Green Bay than Marinette.

It is our humble opinion that the grant of this

5000 WATTS NON-DIRECTIONAL
DAYTIME—1000 WATTS—NIGHT

WILK

Affiliated with the AMERICAN BROADCASTING COMPANY

WILKES-BARRE

WE HIT A TRIPLE –
and NESTLÉS LIKED THE SCORE!

We got THREE top awards for excellence in newscasting at the recent Penna.-Del. Associated Press Broadcasters Convention.

Time buyers in the know buy WILK because they are *sure* that their message is carried with the most impact to the most listeners. The Nestlé Company is the latest of many national accounts to buy the station that gives the best possible coverage to the nation's 24th market. Nestlé is carrying four daily news programs, both local and network, along with week-end newscasts. They know that WILK *SELLS* like no other station.

Northeastern Pennsylvania is waiting with open pocketbooks—tuned to WILK. REACH IN!

WILK-TV won the 3 First Place Awards for Programming in the Penn.-N. Y. edition of T.V. Guide.

FOR ALL THE FACTS
CALL
AVERY-KNODEL, Inc.
• New York • Chicago • Los Angeles • San Francisco • Atlanta • Dallas

'51 "Glad dad" February 1951, Movie Stars Parade Magazine acclaims Robin Seymour youngest of winning disc jockeys.

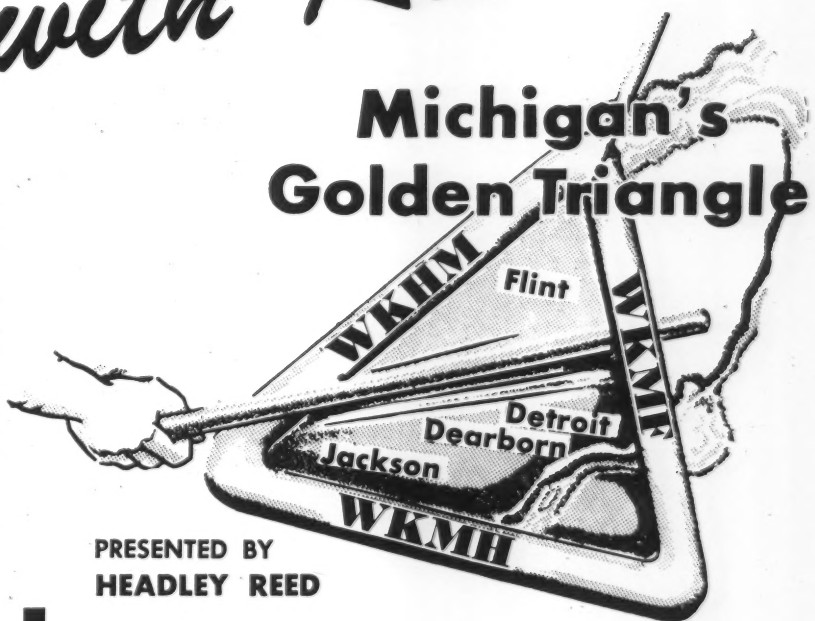
'53 "Red hot item" Billboard, bible of show biz places Seymour in nations top 10 platter spinners.

'54 "man-O-man" Hit Parader, national song sheet rates Robin the Bobbin man 3rd in the entire nation!

Here's your opportunity to drop a real bomb on the Detroit Market! Bobbin with Robin is nationally acclaimed the number 3 disc jock show . . . your sales message on this top program reaches the tremendous Detroit-Wayne County billion dollar market—and it's a fact, "Almost everyone in Detroit listens to WKMH."

Bobbin with Robin

Michigan's Golden Triangle



77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles. A package buy of these three strategically located Michigan stations offer you maximum coverage at minimum cost.

PRESENTED BY
HEADLEY REED

WKMH
DEARBORN
5000 WATTS
1000 WATTS — NIGHTS

WKHM
JACKSON
1000 WATTS

WKMF
FLINT
1000 WATTS

location actually places three vhf stations in the Green Bay area; such action prohibits WNAM-TV from receiving an affiliation with NBC-TV, since the Marinette station is classified by NBC as their "Marinette-Green Bay facility", and that such action does not make the best use of the facility because an area north of Marinette, Wis., will not receive primary television service as a result.

WGAY Racing Shows Cited

PRE-HEARING McFarland notice was sent by FCC last fortnight to WGAY Silver Spring, Md., advising the Washington suburban station that a hearing appears necessary on its license renewal application in view of horse race programs. FCC's letter said the WGAY composite week for 1953 showed that "detailed information" on races was being aired during "substantial" periods of the afternoon.

Massachusetts Bill Bans Radio-Tv From Hearings

THE MASSACHUSETTS House last week in Boston passed a bill to bar radio-tv broadcasting and motion picture cameras from public hearings in which testimony is being taken under oath. The bill was passed despite objections by Republican Rep. Gardner Campbell (Wakefield) that it infringes on freedom of the press and by Democratic Rep. John P. McMorrow (Boston) that it violates both the Massachusetts and U. S. Constitutions.

Rep. McMorrow said it is "discriminatory" to say that reporters and cameramen for newspapers can come in to a hearing, but that tv personnel cannot.

AN OFFER TO PAY $10,000

My name is Edward Lamb. I am a newspaper publisher, Attorney, broadcaster and manufacturer. I am an independent in politics.

Over the past decade I have signed many affidavits stating that, "I am not now and I have never been, directly or indirectly, a member of the communist party at any place and I have never been a member of any other organizations which have any un-American objectives, nor have I ever been a member of any organization listed on the Attorney General's list of subversive organizations." I am proud to repeat said statements under oath at any time.

On many occasions I have had judicial findings establishing correctness of such statements. Recently, however, after certain personnel changes on the Federal Communications Commission at Washington, D. C., there was issued a statement that said organization had in its possession "certain information containing charges which raise questions concerning the correctness of averments made in such sworn testimony and affidavits."

My legal counsel has made numerous requests that the unknown persons making such wicked, unsubstantiated charges be identified, but thus far the names of such persons, if they exist, have been refused us. When we discover the identity of any person who makes such a scurrilous charge, especially if he makes it without immunity, you may be sure that he will face criminal and civil prosecution.

However, we all realize that in these troubled days, there are abroad in our beloved land a growing list of persons who may be induced to bear false witness against their neighbors. These character assassins, informers, professional witnesses, purveyors of evil, all seem to function best when financial rewards are dangled before them. Obviously, no decent American citizen enjoys being a victim of a smear campaign or a frame-up, even if motivated by one's competitors.

Therefore, I am hereby making an offer of $10,000.00 (said sum having been deposited in escrow at The Ohio Citizens Trust Company, Toledo, Ohio), to be paid to any person or persons who can disprove the truth of my non-communist affidavits before a court and jury of competent jurisdiction. Whether stooges of unscrupulous competitors, persons on or off a government payroll, such a sum will be paid to the person disproving the facts set forth in my affidavit as aforesaid.

I make this offer in the interest of stopping vile rumor-mongers, hysterical character wreckers, or others who would intimidate or threaten our cherished freedoms. After all, the glory of America must continue to lie in our wholesome spirit of free inquiry, self-assurance in the strength of our spiritual and material premises, and confidence in our own mutual ability to build towards a healthy future.

Edward Lamb

P.S. We will be glad to make available to anyone interested copies of letters from Ministers, Priests, Rabbis, Judges, public officials including J. Edgar Hoover and other reputable citizens extolling Edward Lamb for his editorials, writings, and speeches attacking communist dictatorships as well as other material which will go to establishing the truth of his non-communist affidavits.

J. Howard McGrath, Executive Vice President
Edward Lamb Enterprises, Inc.
Edward Lamb Building
Toledo, Ohio

Uhf Hearing Has Chance To Start As Scheduled

Barring the unforeseen, Sen. Potter plans to hold the hearings from May 19-21.

POSTPONE-ITIS that has beset the pending uhf hearing in the Senate all but disappeared last week as word came from Senate Communications Subcommittee Chairman Charles E. Potter (R-Mich.) that he expects the May 19-21 hearing to be held as scheduled.

Jitters were felt for awhile in Washington when it was speculated that the prolonged McCarthy-Army controversy might serve to force still a third postponement of the hearing on uhf and multiple ownership.

Sen. Potter is a member of the Senate investigations unit which is probing the McCarthy and Army charges.

The uhf hearing picture otherwise remained much the same last week. No changes were announced in the list of witnesses (see listings, B•T, May 3).

Other developments:

● WFPG-TV Atlantic City, N. J., asked FCC to authorize suspension of the uhf ch. 45 station's operations for 90 days beginning May 17 (see story, page 58). Reason given by the licensee, Neptune Broadcasting Corp., was that the suspension would permit it to study results of technical studies and surveys of uhf being made throughout the U. S., as to "whether uhf provides a truly competitive system to the original vhf television."

Cites Senate Study

WFPG-TV said the study will include the Senate investigation by the Potter group. Fred Weber of WFPG-TV already is listed as a witness. He is a member of the Uhf Industry Coordinating Committee.

That committee reported the list of members growing, some 60 as of Thursday with the number possibly going as high as 75 by the time the hearing begins. Leon Green, KNUZ-TV Houston, had announced a fortnight ago that his uhf group was joining the coordinating unit [AT DEADLINE, May 3].

● A letter to FCC from Sen. Styles Bridges (R-N. H.) on the relationship of uhf to color tv.

Sen. Bridges included in his letter an editorial from *Tv Guide* urging manufacturers to install tuners "capable of receiving both vhf and uhf telecasts in all color sets."

The Senator said the proposal "would appear to be a reasonable recommendation and one that would be of benefit to the viewing public . . . inasmuch as there are now few, if any, color-tv sets in general use in the country."

The report on a possible new postponement of the hearing was based on a known feeling of Senators on the subcommittee and of various industry people who will testify that Sen. Potter, because of the interest he has expressed, ought to be present. Thus, any suggestion that the hearing go on as scheduled "with or without Sen. Potter" was discarded. This left the decision up to the Senator, himself, who took a stand that the hearing will be held May 19 barring unforeseen developments.

Deibler Retires From FCC

DAVID H. DEIBLER, veteran attorney with FCC and its predecessor Federal Radio Commission, retired from Federal service April 30. He most recently had been with the Renewal Branch of the Broadcast Bureau.

A BIG SURPRISE IN A SMALL PACKAGE

the new AMPEX 600

WEIGHS ONLY 26 LBS. — The most portable truly high fidelity tape recorder ever built.

PERFORMS LIKE A TRUE AMPEX — Frequency response is 30 to 15,000 cycles at 7½ in/sec; signal-to-noise ratio over 55 db; and every machine is tested to meet or exceed specifications.

SERVES ALL BROADCASTING NEEDS — For recording, editing, dubbing and broadcasting, it's a full time troublefree machine. Major components have been "life tested" for an equivalent of 10 years' normal use.

COSTS LESS THAN ANY AMPEX BEFORE — It's simpler and lighter, but it's all Ampex —and still the best.

For full description and specifications, write today to Dept. D-1695

See it at the NARTB CONVENTION Chicago, May 23rd to 27th

AMPEX CORPORATION

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Distributors in principal cities (listed in the "yellow pages" under "Recording Equipment"); distributed in Canada by the Canadian General Electric Company

LEE WARNS AGAINST FEDERAL CONTROL

FCC Commissioner urges industrial users to utilize common carrier wherever possible, saying he sees no end to the scarcity of radio frequencies. He contends free enterprise should handle its own affairs wherever possible.

EXCESSIVE government control "is incompatible with the free enterprise system," FCC Comr. Robert E. Lee said Wednesday in an address before the annual conference of the Industrial Communications Assn. held Tuesday and Wednesday at Washington's Sheraton-Park Hotel. The conference explored operation and allocation problems.

Non-use of the spectrum was described as the greatest waste of the natural resource by another speaker, Jeremiah Courtney, non-broadcast communications attorney. He said that the block system of frequency allocation to the various services, broadcast and non-broadcast, may be easier to administrate but it is geographically inefficient and eventually will have to be altered as demand increases.

Comr. Lee outlined his philosophy of government regulation in discussing the crowded radio spectrum and the resulting need for control of allocation and assignments. He urged industrial users to look first to extensive common carrier facilities to meet their needs before attempting to secure scarce radio frequencies. He explained:

> The fundamental problem of frequency availability is present in all of the spectrum that we know how to use. I expect, in spite of the advances our country's engineers will make in utilizing and expanding the spectrum upward, that we here in the U. S. will forever be equally ingenious in finding good uses to make its newfound space equally precious.
>
> For these reasons, we must not forget and must make use of communication facilities other than radio whenever possible. In any case where fixed point-to-point communication is required, main reliance must be placed on the common carrier facilities furnished by the telephone and telegraph companies if we are to make the most effective use of the limited available spectrum space.

FCC's Function

Concerning free enterprise, Comr. Lee told the group that FCC is a "necessary regulatory body by reason of the fact that the spectrum is limited and, like the waters of our rivers, belongs to all the people. The grant of a license to use these valuable public frequencies is, therefore, a privilege extended to those citizens who are able to demonstrate that they will serve the public interest."

COMR. LEE

Comr. Lee said he feels the Commission "is under great obligation to ensure that the limited spectrum is carefully conserved and that its use must be for the benefit of all the people, just as our great water conservation projects must store and use the precious fluid in the public interest.

"Once the determination of the radio licensee has been made, however, I believe that government interference must be kept to the utter minimum and the true economic forces be permitted to solve the day-by-day problems that arise.

"In my concept of free enterprise I do not have any double standard. By that I mean that just as you reap the benefit from good judgment and good operation so must you take the risks of bad judgment and bad operation."

Comr. Lee recalled his experience with the appropriations committees of Congress: "I was frustrated from time to time when the proponents of free enterprise, balanced budgets and low taxes would importune Congress to make an exception for something they were personally interested in. We used to refer to this as 'economy in government at the expense of the other fellow'."

"There is no unmixed blessing in Federal handout," he said. "The round trip of your dollar to and from Washington loses a lot in the process. I am impressed by the fact that the hand that feeds you today could one day call the tune that you must dance to.

"Consequently, I urge American business to stand firm with head high in the firm knowledge that almost any problem can best be solved by those who have the problem and that good government is that which cooperates with its citizens and does not compete with them in the business world.

More Than Mere Filing

"I believe that too many of us have, in recent times, leaned heavily on the Great White Father in Washington to solve all of our problems. This includes communication problems—the solution of which involves more than the mere filing of an application or a petition.

"If all of the manpower in Washington and all of the gold at Fort Knox were made available to the Commission it would still be unable to allocate the relatively few frequencies to meet the great demand. A parallel more easily understood would be the impossible task of the government allocating public roads for the exclusive use of individual trucking and transportation companies."

Urging use of common carrier facilities first where possible, Comr. Lee noted:

> The common carriers have accomplished unprecedented improvement and expansion in the post-war years. The Bell System, for example, has added more than 19 million telephones since the end of World War II. This is in contrast to the 22 million telephones installed in the almost 70-year life of the Bell telephone up to 1945. The telephone industry has now passed the 50 million mark.
>
> Approximately 5 million telephone circuit miles are provided by microwave relay. Over 50,000 miles of broad band channels—microwave and coaxial cables—are available to carry television programs.

Mr. Courtney, indicating he favors sharing of frequencies on a geographic, non-interfering basis as a solution to more efficient utilization of the spectrum, told the conference "there is little to be said for saving the radio spectrum. It is one of our great natural resources which, unlike our oil and forest preserves, is never depleted by use. Regardless of the spectrum use made today, there will be just as much of it tomorrow. If errors are made in frequency utilization, they can be corrected."

Mr. Courtney contended "it is almost certain that a complete reorientation of allocation procedures on the part of the Commission would make possible a many-fold increase in the number of stations which could be operated. This reorientation will come with time, but a greater workload will be placed on the Commission and larger appropriations will be required. Therefore, it can only come from public demand."

Fable, Not Fact

AN FCC hearing examiner's legal decisions represent writings of fact, not fable. But this has not stopped one examiner, H. Gifford Irion, from venturing into fable in off-hours. For some time a writer of drama, Examiner Irion has written a novel, *Windward of Reason*, to be published May 20 by Dial Press, New York. Its 375 pages are much longer than an initial decision.

POPPELE NAMED TO HEAD 'VOICE'

VETERAN radio engineer J. R. (Jack) Poppele takes office today (Monday) as the new head of the Voice of America [CLOSED CIRCUIT, April 26]. His title is assistant director of the U. S. Information Agency. The job carries a $14,800 a year salary.

MR. POPPELE

Mr. Poppele disclosed his appointment over the May 1 weekend and it was announced officially in Washington last Monday by Theodore C. Streibert, USIA director. Mr. Poppele succeeds Leonard F. Erikson who has returned to McCann-Erickson, New York, as vice president and director, after having served in the VOA post since last July [AT DEADLINE, April 19].

With Mr. Poppele at VOA, the USIA now has two top officials formerly of WOR-AM-TV New York and MBS. Mr. Streibert was board chairman of the network and the key stations; Mr. Poppele was engineering vice president of Bamberger Broadcasting Co. (WOR-AM-TV). With WOR for more than 30 years, Mr. Poppele also was a director of MBS when he resigned in 1952 to set up a tv consultancy.

Mr. Streibert said his former MBS-WOR associate's "many years of practical experience in directing large-scale commercial radio operations will be invaluable in stimulating further improvements in the Voice's broadcasting programs and transmission facilities. . . ." At the outset, Mr. Poppele will be concerned with directing VOA's physical transfer from New York to Washington, D. C. (target date, Nov. 1).

Broadcast Pioneer

Mr. Poppele said the VOA job, although "big," was "in the field of communications" something which "I've been engaged in all my life since I was a ham operator in Newark back in 1911." Mr. Poppele, who is 56, is a native of Newark and now resides in South Orange, N. J. A broadcast pioneer, Mr. Poppele served as a wireless operator on a freighter with (Dr.) Allen B. DuMont, now head of the DuMont Television Network, and delivered his radio logs to (Brig. Gen.) David Sarnoff, RCA board chairman, then employed by the Marconi Co. He helped build WOR's first transmitter.

Mr. Streibert last week returned from overseas where he inspected USIA centers and attended the Geneva conference where he observed USIA news coverage of the event.

ABC Radio Curtails McCarthy-Army Pickups

THE RADIO-TV coverage of the McCarthy vs. Army controversy continued last week at the usual "point of order" pace.

At the same time, Sen. Joseph R. McCarthy (R-Wis.), deep in the charge and counter-charge of the hearing, managed to keep a hand in the broadcast free time issue.

The Senator said last week he had not finished drafting a bill that he plans to introduce in the Senate this congressional session.

The measure, he said, would require radio and tv stations to give free time for a reply to any person who is attacked by another person on free time. The history of this goes back to the refusal by CBS and NBC to permit Sen. McCarthy to take to the ether to answer what he said was a reference to him in the March 6 speech by Adlai Stevenson carried by the networks without charge [B•T, March 15].

At that time, Sen McCarthy indicated he would ask for a change in the law.

Latest full "live" broadcast network coverage casualty because of the relentless morning-and-afternoon hearing was ABC Radio which April 30 dropped afternoon coverage, substituting recorded versions at 4-6 p.m. EDT and highlights in a late evening half-hour. ABC continued live radio coverage of morning sessions and live tv of all sessions.

Trendex Tabulates

Meanwhile, the McCarthy-Army telecasts have boosted mid-afternoon viewing in New York to half again as many homes as in March-April, according to a special study made last Tuesday and Wednesday, 2:30-4:30 p.m., by Trendex.

Results of the study, released by Ted Bergman, managing director, DuMont Tv Network, whose WABD (TV) was one of the two New York tv stations carrying the hearings, showed an audience increase of 53% over the average use in tv sets at the same time of weekday afternoons during March and April. Trendex figures also showed that the combined audience of those two stations amounted to nearly three-fifths (59.8%) of all New York viewing during the measured period, competing programming attracting only 40.2% of all homes with sets-in-use at that time.

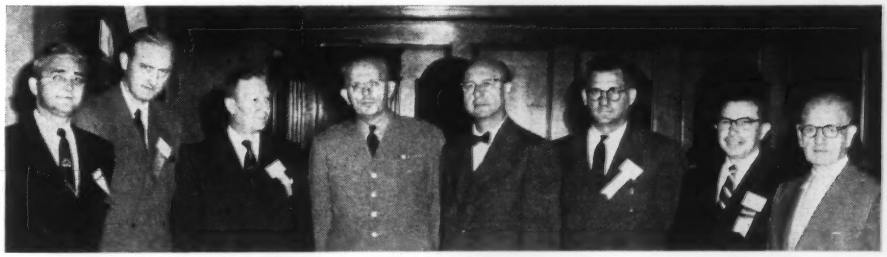
Special Hooperatings taken in New York also showed a growing interest on the part of viewers. Tuesday morning the two-station hearing telecast had a rating of 11 and a 51% share of audience, rising to a 13 rating, 64% share of audience Wednesday morning. Afternoons showed lower ratings—10 Tuesday, 12 Wednesday—but share of audience was 59% Tuesday and 64% Wednesday. Meanwhile, sets-in-use figures were some 75% above normal for this time of year, with the increase apparently all due to hearings' viewers.

In Boston, a Monday afternoon Hooper check gave WNAC-TV's hearings coverage a rating of 30, and 87% share of audience. In Houston on Tuesday afternoon KPRC-TV's telecast of the hearings had a 12 rating, a 75% share of audience. The WOKY-TV (uhf) hearings telecast in Milwaukee, with a 60% set conversion, showed ratings ranging from 4 to 8, with as high as a 45% share of audience, Hooper reported.

At one time during the consultations of the subcommittee looking for a shorter hearing, Senators considered restricting broadcast coverage. While there was considerable sentiment among members of the group to cut radio-tv coverage down to "discourage some who otherwise might want to use what should be a news medium for publicity purposes" as Sen. Henry C. Dworshak (R-Idaho) characterized it, no decision was reached.

An offshoot of the national publicity, particularly the broadcast coverage, was to boom subcommittee counsel Ray H. Jenkins, a Tennesssee criminal lawyer, for the Republican nomination to run against Sen. Estes Kefauver (D-Tenn.) this fall. Republican leaders in the state already were getting the ball rolling.

In New York, Brig. Gen. Telford Taylor, attorney and former FCC general counsel as well as educational tv consultant, spoke out once more on the McCarthy issue. He charged the Senator was "a politically ambitious anarchist."



GOVERNMENT and manufacturing leaders conferred in Washington last week in a symposium on electronic components. Speakers were (l to r): M. Barry Carlton, Dept. of Defense, chairman of the symposium committee; R. S. H. Hylkema, Philips Industries, Holland; Robert C. Sprague, Sprague Electric Co., board chairman, Radio-Electronics-Tv Mfrs. Assn.: Brig. Gen. W. Preston Corderman, chief, Signal Corps Engineering & Technical Div.; Dr. D. E. Noble, Motorola Inc.; C. H. Elmendorf, Bell Telephone Labs.; A. W. Rogers, Signal Corps Engineering Labs., and W. H. Martin, Deputy Assistant Secretary of Defense.

KLZ-TV Denies Charges By Denver Television

NOT ONLY has Denver Television Co. no basis for its petition asking the FCC to revoke the ch. 7 permit of KLZ-TV Denver [B•T, May 3], but it has changed substantially in complexion since the 1953 competitive hearings.

That was the answer filed by KLZ Friday in opposition to the petition by Denver Television that the proposed sale of KLZ stations to Time Inc. for $3.5 million [B•T, April 12, March 8] constituted misrepresentation. Denver Television also asked that the vhf frequency be awarded to it, as the remaining applicant.

The need for the sale is due solely to "unforeseen circumstances," KLZ said. These are the illnesses of Hugh B. Terry, president and general manager, and 16% stockholder, and Harry E. Huffman, 13% stockholder. Also, the Denver station said, J. Elroy McCaw, 20% stockholder, is under FCC orders to sell some of his radio holdings to comply with the multiple ownership rules. All this occurred after the June 1953 grant, the opposition stated.

This cannot be construed as misrepresentation, KLZ said.

From the time of the final FCC grant last June to Jan. 12 of this year, 10 offers were made to buy the KLZ properties, the station reported. All of these were turned down, it said.

However, after Mr. Terry suffered a heart attack on Jan. 12—and in view of Mr. Huffman's heart condition and Mr. McCaw's necessity for decreasing his radio and tv holdings—the situation changed and the Time Inc. offer was seriously entertained.

Negotiations with Time Inc. began in February 1954, it was reported.

The Commission cannot reinstate the Denver Television application, KLZ said, because the FCC's rules prohibit refiling for 12 months of an application that has been heard and denied.

Also, KLZ said, Denver Television has changed since the 1953 hearing. It stated that:

(1) John M. Wolfberg, who was president of the unsuccessful applicant and majority stockholder, now lives in Los Angeles and is no longer a Denver resident.

(2) Harris Wolfberg, father of John, has died. He was committed to lend $157,000 to the company. He also has disinherited his son, it was claimed.

(3) All stock subscription and loan agreements expired Jan. 1, 1954.

(4) No stockholders' or directors' meeting was held to approve the Denver Television petition, and, it is claimed, one stockholder is no longer interested in pursuing the application.

In answer to Denver Television's contention that KLZ-TV programming was not in accord with its representations during the hearings, KLZ pointed out that six months was too short a time to hold a grantee strictly accountable to its proposed schedule. It also pointed out that in several significant categories it was programming in excess of its proposed hours.

The fact that Mr. Terry may continue as president of the Time-owned stations, provided the FCC approves the sale, does not mean that his illness, or that of Mr. Huffman, is being used as an excuse to sell, the KLZ opposition said. Mr. Terry at present is not only president, but also is general manager in charge of day-to-day operations, it said. As president only, Mr. Terry will be relieved of the burdens of daily management, KLZ said.

It's Ten Months

There must be an end to litigation from mutually exclusive applicants, KLZ said. It is ten months since KLZ was granted Denver's ch. 7, it pointed out.

"Denver Television apparently feels, however, that as an unsuccessful applicant it has the unlimited right to police the operations of Aladdin," KLZ commented.

Denver Television's petition held that the pending sale of KLZ stations to Time Inc. negated the basis on which Aladdin was chosen over the Wolfberg group. These were, it said, greater local ownership, greater integration of management and ownership, more local residence, and greater broadcast experience.

Besides Mr. Wolfberg, other Denver Television stockholders were F. Kirk Johnson, Texas oilman, 20%; James M. Stewart, radio-tv and motion picture actor, 20%; Sterling C. Holloway, Texas attorney, 10%; Wilford M. Barber, physician, 10%; Max G. Brooks, banker, 5%.

The Denver Television petition was filed by Harry M. Plotkin, former FCC assistant general counsel, of Arnold, Fortas & Porter. KLZ's opposition was filed by W. Theodore Pierson, Pierson & Ball.

DEMOS MULL CLOSED CIRCUIT TV RALLY

National meeting in September via theatre television is broached by party top command in Washington during political rally last week.

TV, WHICH already has revolutionized political campaigning, may change it quite a bit more.

The Democratic National Committee, B•T learned last week, soon will explore the possibility of holding a national political rally for the first time via closed circuit tv.

The plan is to use the facilities of Theatre Network Television Inc. Initial clearance already has been given by the National and the Democratic Executive Committees.

Prime mover of the tv theatre campaign idea, which would be used in mid-September, is J. Leonard Reinsch of the Cox Stations along with Nate Halpern of TNT. Mr. Reinsch is tv-radio consultant to the National Committee.

The Democrats' top command accepted the theatre tv novelty in campaigning during their Jackson-Jefferson Day rally in Washington, D. C., last week.

No dollar figure was given although it was said the Democratic Party fully expected to be able to pay for the national hookup which would be "at a minimum cost."

TNT said the rally "would be the first truly national political meeting ever held." The theatres in the hookup would be taken over completely by the committee which reportedly would expect a minimum of a 100,000 seat guarantee from its local committees before launching the project. Total seating capacity could be as high as 1¼ million, it was estimated.

The meeting would be closed-circuited with about an hour and a half show of big name talent and nationally prominent political speakers. The local committee would be expected to collect contributions, a part of which would go to the national organization. The local unit also would schedule speakers, box lunches, etc. Most likely the originating point for the telecast would be in the Midwest.

TNT would provide all of the tv facilities and would be in charge of leasing theatres.

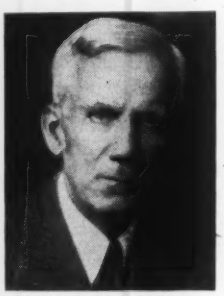
The large screen tv would be shown in more than 100 theatres in more than 60 cities. Up to now, TNT has presented about 50 closed-circuit telecasts of boxing bouts, theatrical presentations and business meetings.

In addition to the national presentation, regional hookups would be established for reports from various state committees switched into the national telecast. In addition to theatres, other public halls would be used. TNT also would make available 20 units of mobile equipment for theatres without permanent installations and this number, it was said, could be increased.

Where the participating Democratic group could not get television, the audio portion of the show would be fed through public speakers.

Crosser Loses Primary Bid For Re-election to House

REP. ROBERT CROSSER (D-Ohio), chairman of the House Interstate & Foreign Commerce Committee in the Democratic Congresses since 1949, was defeated last week in the Democratic primary held in Ohio. Rep. Crosser served 38 years in the House, 36 of them consecutively. His interest has been centered mainly in the railroad field, although his committee also handled communications. He authored the Railroad Retirement Law, Railroad Unemployment Insurance Law and other railway legislation. Rep. Crosser, who is ranking minority member of the commerce group, automatically will be succeeded next year by Rep. J. Percy Priest of Tennessee as the top Democrat on the committee, assuming Mr. Priest, also a House veteran, is re-elected this fall. Rep. Crosser of Cleveland was defeated by a local judge, Charles Vanik.



REP. CROSSER

WFPG-TV SUSPENDS CH. 46 OPERATION

OUTSTANDING uhf station suspensions increased to nine last week as ch. 46 WFPG-TV Atlantic City announced "temporary discontinuance" effective next Monday (May 17) to permit a study of the economics of uhf, including testimony before the forthcoming Senate inquiry on uhf progress (story page 54).

Total suspensions represent stations off the air but which have not returned their permits to FCC. Actual deletions total 70 (58 uhf, 12 vhf).

FCC also reported receipt of a letter from ch. 43 KFAZ-TV Monroe, La., advising that it had suspended operation May 1 because of economic losses "amounting to well over $100,000" [B•T, May 3]. KFAZ-TV has pending a petition for allocation of ch. 13 there.

In a letter circulated throughout its area, Neptune Broadcasting Corp., owner of WFPG-TV, said the operation of WFPG radio is unaffected by the discontinuance of the tv station. Fred Weber is president and part owner of WFPG-AM-TV. Explaining the suspension, the letter stated in part:

New Jersey received no allocation for educational or commercial television other than in the newer uhf band. WFPG-TV was a first uhf station in the country in 1952 when in 51 days after FCC authorization it began telecasting on ch. 46.

The loss of 33 half hours weekly of network and other peak programs has made it increasingly impossible for WFPG-TV to present a schedule of audience preference programs. WFPG-TV received these program cancellations because super power metropolitan market vhf stations 60 miles from Atlantic City established a concept of coverage generally satisfying television viewers.

Therefore, extreme audience and economic loss compels suspension at this time because WFPG-TV cannot now render a service of pride to the South Jersey area for which it was planned, built and dedicated.

FCC Proposes Changes In Engineering Rules

IN ACCORD with FCC's efforts to modernize its rules and engineering standards, the Commission announced proposed rule-making last week to offer further miscellaneous amendments in that direction.

With comments due June 7, the new proposals include deletion of the present provision for "type approval" of am, fm and tv transmitters. Instead, the Commission would establish a procedure for accepting broadcast transmitters for licensing purposes through "type acceptance."

Type approval involves actual tests conducted at the FCC laboratory or at other locations under Commission supervision. Type acceptance, FCC explained, entails certification by manufacturers or conditional approval for licensing upon proper showing.

Conditional approval upon proper showing presently is followed by FCC with respect to transmitters in certain of the safety and special radio services, the notice explained. FCC hopes to extend this procedure to transmitters in all services. The Commission has pending another proposed rule-making proceeding to standardize its type acceptance policy and involves issuance of a list of approved equipment instead of naming the equipment in the standards themselves.

FCC summary of the proposed changes:

A. Section 2B of the Standards deals with field intensity measurements to establish performance of directional antennae. It is proposed to remove Section 2B from the Standards and to incorporate its provisions in the Rules (Sec. 3.151.) In this connection it is proposed that photographs of monitoring points be submitted as an aid to their future identification both by the licensee and the Commission. It is also proposed to specify the various directions in which measurements are to be made.

B. When field intensity measurements are taken for presentation in hearings before the Commission, Section 2C of the Standards requires that detailed reports on the measurements of the antenna resistance shall also be presented if the station is owned by the party on whose behalf the measurements are made. The submission of such data has been found to be burdensome and unnecessary. Accordingly, it is proposed to eliminate the requirement. It is also proposed to remove Section 2C from the Standards and to incorporate its provisions in the Rules—(Section 3.152) as it is believed that the provisions of this Section which deals with field intensity measurements in support of applications should be a part of the Rules.

C. Section 8 of the Standards deals with the power rating of vacuum tubes and Section 9 sets forth the requirements for approval of power rating of vacuum tubes. Since vacuum tube ratings are established by the manufacturers and since transmitters, including the associated vacuum tubes, are type accepted by the Commission, it would appear that Sections 8 and 9 could be deleted and it is so proposed; this proposal also requires changes to be made with respect to Sections 3.42 and 3.52.

D. Sections 21, 22, and 23 of the am Standards and Sections 16, 17 and 18 of the fm Standards consist of lists of approved equipment. These sections are not now up-to-date and is not believed to be administratively desirable to periodically amend the Standards in order to keep these particular sections current. Accordingly, it is proposed to delete these sections of the Standards and to add a footnote to the applicable sections of the rules to the effect that a list of type accepted equipment is available at the Washington and field offices of the Commission.

E. Section 3.54 deals with direct measurement of operating power and refers in a footnote to Section 7 of the Standards. For the sake of compactness and convenience, it is proposed to delete Section 7 of the Standards and include in Section 3.54 the appropriate parts of Section 7 of the Standards, and to make editorial changes in the allied Section 3.51.

F. Section 3.53 deals with the application of efficiency factors in determining power by the indirect method and refers to Section 10 of the Standards. Since stations now determine power by the direct method, except in cases of emergency, it is proposed to delete these sections.

G. Section 3 of the Standards sets forth the data required with applications involving directional antenna systems. It is believed that this section should more appropriately appear in the rules, and accordingly, such a shift is proposed (Section 3.150.) It is also proposed to require the submission of graphs indicating the calculated field intensity for all azimuths for each five degrees elevation up to and including 60 degrees instead of the presently required vertical patterns.

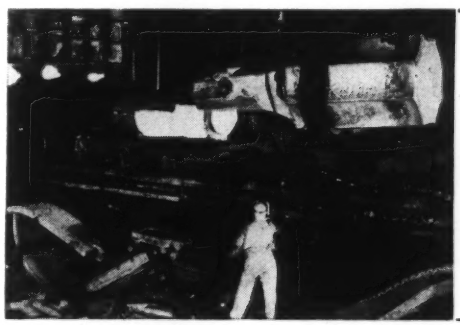
H. Section 20 of the Am Standards relates to the use of frequency and modulation monitors at auxiliary transmitters. It is proposed to shift this section also into the rules (Section 3.153), and to make editorial changes in Section 3.63.

I. The second paragraph appearing after Table V in Section 1 of the Am Standards deals with the minimum separation of stations. It is believed that this paragraph should more appropriately appear in the rules, (Section 3.37) and accordingly, such a shift is proposed together with editorial changes to clarify its meaning.

J. Paragraph (b) (4) (iv) of Section 3.181 requires that an entry be made in the station operating log of the temperature of the crystal control chamber if a thermometer is used. Since

Only STEEL can do so many jobs so well

Cuts Steel Like Butter! This modern flame-cutting equipment, in use at U.S. Steel Supply Division warehouses, can follow the most complicated patterns accurately and turn out finished shapes of steel exactly as wanted. Many fabricators of steel products buy their steel from U.S. Steel Supply, and have it cut to shape before it is delivered to them.



A 42-Foot Car-Bottom Furnace heats big steel ingots like this up to forging temperature at U.S. Steel's Homestead Works. But proper heating involves a great deal of skill and experience on the part of the men who supervise the process. And U.S. Steel Forgings Division craftsmen are second to none in expertness at their various jobs. Many learned their skill from fathers and grandfathers who held the same jobs before them.

The Spring's The Thing that gives a Trampoline its unique place in the world of exercise and entertainment. Around the edge of the resilient "bouncing" surface, more than 100 oil-tempered springs, carefully designed and precisely manufactured by U.S. Steel, quietly go about their jobs of supplying the "motive" power that enables a performer to bounce and leap as high as 26 feet.

Golden Triangle. Pittsburgh's famous business section has had its face lifted recently . . . and in the new "Golden Triangle" there's still a lot of *steel*. U. S. Steel has fabricated and erected more than 34,000 tons of structural steel for new buildings here in less than 2 years. Only steel can do so many jobs so well.

UNITED STATES STEEL

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH

UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-1088

the requirement is applicable only when a thermometer is used and there is no requirement that a thermometer be used, it is believed that this requirement can be deleted from the rules.

K. Paragraph D(2) of Section 12 of the Am Standards and Paragraph D(2) of Section 8 of the Fm Standards require that suitable facilities for the welfare and comfort shall be provided for the operator on duty at the transmitter. As we have previously amended our rules to provide for remote control of transmitter it is proposed to amend these sections so as to provide for comfort facilities at the place where the transmitter is controlled.

L. Section 14 of the Am Standards and Section 13 of the Fm Standards set forth requirements for type approval of transmitters. It is proposed to no longer require type approval, instead transmitters including Tv transmitters will be accepted for licensing by the Commission. Type Acceptance is a form of approval given by the Commission which is based on the examination of certified tests data submitted by the manufacturer or licensee of the transmitter. The general matter of type acceptance is the subject of proposed rule making in Docket No. 10798. The proposed change to Type Acceptance would also result in a much lower fee to be charged than if a type approval fee were to be charged. The matter of fees is the subject of rule making in Docket No. 10869. Therefore it is proposed to delete Section 14 of the Am Standards and Section 13 of the Fm Standards. It is further proposed to add to Part 3 new sections (3.48, 3.250, 3.550 and 3.640) dealing with acceptability of transmitters for licensing.

FCC APPROVES SALES OF KOY-TV, WUTV (TV)

Autry pays $200,000 for the Phoenix station, while Polan Indutsries sells its Youngstown outlet for $76,600. KQV trust agreement approved.

APPROVAL was given by FCC last week to the sales of KOY-TV Phoenix and WUTV (TV) Youngstown, Ohio, and to a new trust agreement involving control of KQV Pittsburgh, contestant for ch. 4 at Irwin, Pa.

KOY-TV was purchased by its ch. 10 share-time partner KOOL-TV for $200,000. KOY radio was not involved in the sale [B•T, April 12, March 22].

KOOL-AM-TV is 70% owned by cowboy movie-tv star Gene Autry. Tom Chauncey owns 20% and Frank Beer, 5%. Mr. Autry also owns 48% of KOPO-AM-TV Tucson; 48% of KNOG Nogales and 70% of KOLD Yuma, all Arizona, and 50% of KMPC Los Angeles.

At Youngstown, FCC gave its approval to the sale of ch. 21 WUTV (TV) by Polan Industries to ch. 73 WFMJ-TV for $76,600. Approval is subject to the condition that WFMJ-TV surrender its permit for ch. 73 within 30 days after the sale or when WFMJ-TV begins operations on ch. 21, whichever is sooner.

In a separate action, FCC denied the petition of Valley Television Co., unsuccessful ch. 21 applicant, which had petitioned for hearing on the transfer. Valley contended approval of the sale would discourage development of the high uhf channels and would deprive Valley of an opportunity to apply for ch. 21 facility [B•T, March 22, 8].

In a readjustment of voting trust agreements involving in part the minority holding of CBS, KQV was granted acquisition of control by President Earl F. Reed and Vice President Irwin D. Wolf as voting trustees for 54.3% stock. CBS is beneficial owner only, having no voting rights to its stock, a 45% holding.

Because of the new multiple ownership rules limiting tv station interests to five and radio holdings to seven by a singe firm, CBS will have to give up part of its present interests, but FCC's rule change allows completion of pending tv hearings in which CBS has bids before the requirement is met.

DRYS' SPIRITS HIGH; ADVERTISERS' LOW

As House Commerce Committee readies to hear on May 19-21 the Bryson bill to prohibit beer and liquor advertising, a Senate Commerce Committee unit prepares to hear the companion Langer bill June 21.

THE "DRYS" were in high spirits last week; the news for them was tops.

For advertising media and the advertiser himself, particularly the distiller and brewer, the outlook was foreboding.

The news broke Thursday from the Senate Interstate & Foreign Commerce Committee where Chairman John W. Bricker (R-Ohio) announced a subcommittee would consider the Langer bill (S 3294) beginning June 21. Sessions probably will last three or four days.

Word of the new hearing came as advertiser, printed and broadcast media spokesmen formed battle lines on the Bryson bill which already is set for a May 19-21 hearing before the House Interstate & Foreign Commerce Committee [B•T, May 3, for list of advertiser-media organizations expected to appear].

With this second session of Congress at least half-way gone, the thirsty-for-restriction prohibitionists apparently were putting on pressure with an unprecedented effort for an anti-alcoholic beverage advertising law.

The Bricker announcement places the attacks by the drys only a month apart in both houses of Congress. The Langer bill (Sen. William Langer [R-N. D.]) is a companion measure to the Bryson proposal (the late Rep. Joseph S. Bryson [D-S. C.]).

The Langer bill introduced in April would prohibit the transportation in interstate comcerce of advertisements of alcoholic beverages. As Sen. Bricker emphasized:

The bill also would make it unlawful to broadcast or to permit the broadcasting of any advertisements of alcoholic beverages or the solicitation of an order for alcoholic beverages.

The commerce group that will hear the Langer measure is the Subcommittee on Business & Consumer Interests. Sen. William A. Purtell (R-Conn.) is chairman. Others on the subcommittee are Sens. Andrew F. Schoeppel (R-Kan.), Charles E. Potter (R-Mich.), also chairman of the communications subcommittee, A. S. Mike Monroney (D-Okla.) and John O. Pastore (D-R. I.). Sens. Schoeppel and Pastore also are members of the communications group.

SEN. PURTELL

Sen. Bricker said he has instructed the subcommittee staff to "proceed to analyze" much material the committee has in its possession as a result of hearings held in the past on similar bills.

Witnesses are asked to file a typewritten or mimeographed copy of a "brief oral summary of their testimony" for the Senators' perusal, although the full text of their statements will be printed in the hearing record.

Meanwhile, this Friday is the deadline for filing 10 copies of written statements of witnesses expecting to testify on the Bryson bill before the House Commerce Committee.

The statements must be filed with Elton J. Layton, the committee's clerk. He must be notified of the name of the organization represented, of each person's position on the bill and of the amount of time required, not to exceed 15 minutes.

FTC AMENDS RULES FOR CONSENT ORDERS

AN INCREASE in consent orders to settle the Federal Trade Commission's litigated cases was indicated in amendments to the agency's rules of practice announced Friday by FTC Chairman Edward F. Howrey.

The FTC's Rule V, adopted in 1951, was amended to:

- Eliminate the previous requirement that consent settlements contain findings of fact.
- Permit disposition of a case by consent at any stage of the proceeding. (Formerly, consent orders were permissable only "prior to the commencement of the taking of evidence.")
- Allow settlement of a case as to some or all of the issues or as to some or all of the respondents. (Previously, the settlement had to "dispose of the entire proceeding as to all parties.")
- Authorize hearing examiners to accept or reject stipulations containing proposed consent orders, with acceptance subject to Commission review and rejection subject to appeal to the Commission. (Formerly, consent settlement proposals were submitted to the hearing examiner who merely transmitted them to the Commission with his comments.)

Chairman Howrey said he expects the amended procedures to reduce expense and delay in dealing with such cases. Comr. James M. Mead dissented to the new rule.

Under the amended rule, respondents in a consent settlement are required to admit only "jurisdictional facts," although the FTC may use charges in the complaint in construing the terms of the order. Any of the parties may move to defer reception of evidence to negotiate a stipulation containing a consent order, but after testimony has started, suspension of hearings for consent settlement may be made only on agreement by all parties.

Such deferment may be made at the discretion of the hearing examiner, who in such case will file an initial decision to that effect.

William Starbuck Dies; Former FRC Commissioner

WILLIAM D. L. STARBUCK, 68, member of the Federal Radio Commission, died May 2 at his New York City home. An attorney and mechanical engineer, he was named to the FRC, predecessor to the present FCC, in 1929 by President Hoover.

Mr. Starbuck, a Democrat, was commissioner for the Eastern Zone under the FRC procedure. He was active in drafting codes of ethics for broadcasters and evolved the system of aeronautic allocations. FRC policies laid the groundwork for the present broadcasting structure. After his FRC service he returned to New York in 1934 to practice patent law. In World War II he headed the Radio-Radar Div. of the War Production Board in the New York-New Jersey area. He retired from active law practice six years ago because of a heart ailment.

Surviving are his wife, Mrs. Harriet McKee Starbuck; a son, David Lent Starbuck, and a sister, Mrs. Marie Cooper.

KTEN TO BE KNOWN AS KTEN!

252,000 Watts Channel 10 750' Tower

To brand Eastern Oklahoma with YOUR BRAND, use the KTEN brand

Yes, sir, here's the most powerful VHF outlet in the entire Southwest . . . serving more than half a million people within Class B coverage, the major portion of which is *unduplicated*. Fully equipped for net color, AP facsimile, telephoto and topped by an ultra-modern 750 ft. tower (1000 feet above average elevation). Yes, sir, pardner, here's the greatest TV buy in the Great Southwest.

EASTERN OKLAHOMA TV
KTEN

Represented by Venard, Rentoul and McConnell • ABC Affiliate

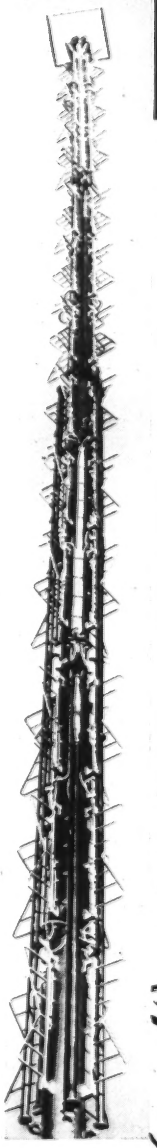
225 to 275 kw ERP!

With the RCA 25-kw VHF transmitter illustrated on the left—and the RCA 12-section VHF antenna on the right—VHF stations are reporting remarkable plant operating economy and spectacular coverage on channels 7 through 13. Here's why:

RCA's TT-25BH VHF transmitter is designed with the lowest priced power amplifier tubes of any high-power VHF equipment in the business (aural and visual P.A.'s employ the "proved-in" RCA-5762; suggested price, only $195 each). The entire equipment transmitter operates entirely air-cooled. (No water pumps, water interlocks, tanks, or plumbing are needed.) "Rollback" doors eliminate door-swing space (you save money on reduced floor area). Equipment cubicles are small enough to move through standard doorways, and in and out of standard elevators (you save on installation).

RCA's TF-12AH, 12-section antenna enables you to virtually eliminate first null with practically no loss of gain. The antenna provides effective close-in coverage and vertical field-pattern shaping for constant field. Adjustable beam tilting (optional) insures best possible coverage and maximum reinforcement of your vertical pattern.

For complete information on how to get best possible coverage on channels 7 through 13—ECONOMICALLY — talk to your RCA Broadcast Sales Representative about this remarkable transmitter-antenna package. In Canada, write RCA Victor Ltd., Montreal.



This TF-12AH Superturnstile Antenna is radiating 251 kw ERP for KTEN-TV on channel 10.

Now ON-AIR at KTEN-TV

RCA's 25-kw VHF transmitter and 12-section antenna combination is delivering 251 kw ERP of visual power for KTEN-TV, channel 10—with spectacular coverage (at a level of 760 feet above terrain).

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

33 LOCAL ADVERTISERS
sold on TSC REAR SCREEN PROJECTION

EASTERN OKLAHOMA TV
K 10

CHANNEL 10
750 FT. TOWER
252,000 WATTS POWER
The Southwest's Most Powerful VHF TV Station
Equipped For Network Color
KTEN - ADA, OKLAHOMA
BOX 10 PHONE 1010 TWX 288

Mr. Alfred Jenkins
T. S. C.
350 West 31st Street
New York 1, N.Y.

Dear Mr. Jenkins:

. . . TSC Rear Projection helped us sell 33 local advertisers before we went on the air.

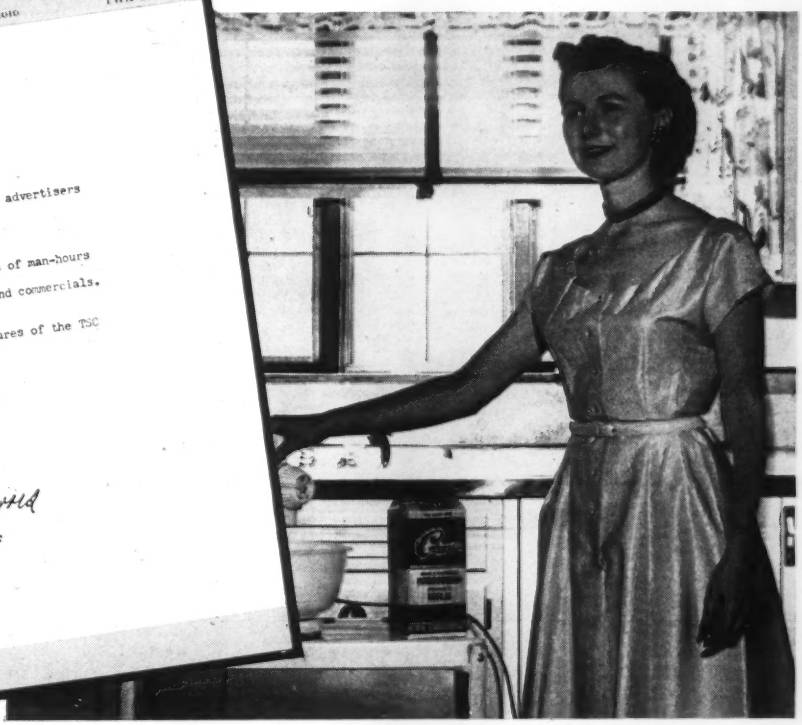
In addition, the "Profitmaker" saved us hundreds of man-hours in the development of scenery for programming and commercials.

No competitive unit offered the many fine features of the TSC R.P. package.

Congratulations on a fine piece of equipment!

Sincerely,
Brown Morris
Brown Morris
Station Manager
KTEN

Mrs. Z. D. Parker, K-10 Woman's Director pictured in front of TSC Rear Projection Screen



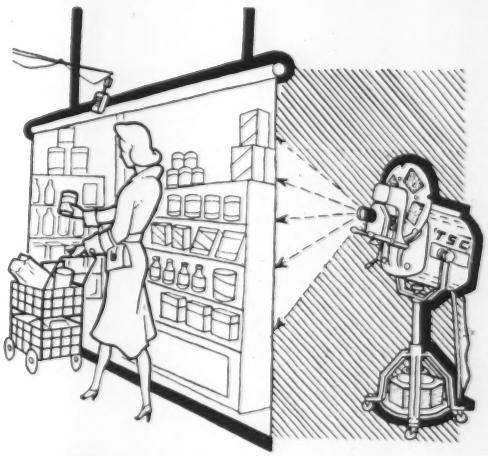
Exclusive Features Of The "PROFITMAKER" REAR SCREEN PROJECTOR

Automatic slide changer—saves cost of operator.

Wide angle optical system—saves studio space.

Versatile—projector and screen mounted on rollers for easy mobility about the studio . . . screen can be rolled up when not in use.

Wide angle screen—no hot spots . . . can be picked up from any angle in studio.



$1625 Projector • Screen • Slides

TELEVISION *Specialty* COMPANY INC.

350 WEST 31st STREET NEW YORK 1, N. Y. LOngacre 4-5326

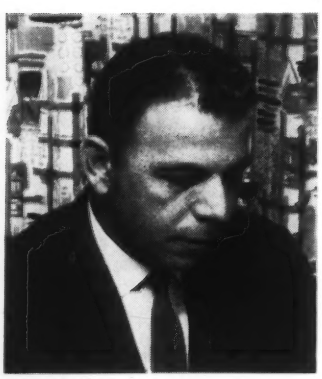
KTEN uses AP to open doors

before its own doors open

When you're soliciting business "on faith" . . . it's mighty helpful to be offering a program of proved quality.

That's what happened recently in the case of Television Station KTEN, serving in eastern Oklahoma, near Ada. Before going on the air for the first time (60 days before, as a matter of fact) KTEN had already sold four major AP newscasts. At first the four sponsors understandably were cautious of the untried . . . but when KTEN offered Associated Press material, combined with The AP's latest contribution to picture journalism – AP Photofax* – the road was paved for quick acceptance.

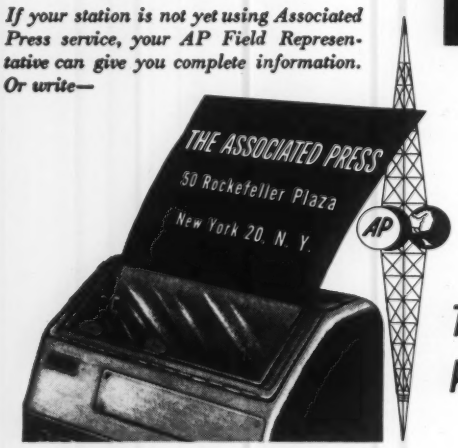
Not only that, but the modest premium asked of the sponsors for AP Photofax service as a talent charge very nearly was sufficient to pay KTEN's total costs for this service.



Here is what Vice President Bill Hoover concluded from this experience: "*Every station has occasion to sell 'on faith'. Faith plus hard work can accomplish wonders. Because of our affiliation with AP, we find we have doors opened for us even before our own doors have officially opened. It seems to me that's a tremendous dividend to enjoy from program material that costs so little.*"

* **PHOTOFAX is AP's new facsimile picture unit which works directly off the famous Wirephoto network. Designed especially for TV stations, it is an example of AP's continuing development program on behalf of its members.**

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands . . . know the most famous brand in news is AP

STATE OF OKLAHOMA

EXECUTIVE DEPARTMENT

OFFICE OF THE GOVERNOR

PROCLAMATION

WHEREAS, citizens of eastern and southern Oklahoma will be privileged to enjoy top quality television on June 1 when Station KTEN (TV), better known as "K-10" begins operation at Ada; and,

WHEREAS, "K-10" is the only VHF television station serving the entire southern and eastern quarter of Oklahoma; and,

WHEREAS, the Eastern Oklahoma Television Company, Inc., is contributing greatly to Oklahoma's growth, development, and leadership in many fields; and,

WHEREAS, more than one hundred forty citizens, from all walks of life, have demonstrated firm faith in the future of their district, state, and the television industry by pooling their resources in a stock company to construct this powerful television station for the enlightenment, entertainment, and well-being of our citizens;

NOW, THEREFORE, I, JOHNSTON MURRAY, Governor of the State of Oklahoma, do hereby proclaim Tuesday, June 1, 1954,

TELEVISION DAY

and do call upon citizens throughout the entire area served by "K-10" to take notice of this important new voice and picture in the television industry and cooperate in every way possible to assure that it will become an outstanding success.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Oklahoma on this 23rd day of April, 1954.

BY THE GOVERNOR OF THE
STATE OF OKLAHOMA

JOHNSTON MURRAY

ATTEST:

SECRETARY OF STATE

By the Asst. Secretary of State

BRAND THESE CRITTERS WITH THE K-10 BRAND!

Class "A" Coverage–39 Miles from Tower

Population	No. of Families	Effective Buying Income 000	Per Capita Income	Retail Sales 000	No. TV Homes	% of TV Homes
186,075	54,365	198,638	12,411	157,188	23,844	43.85%

Class "B" Coverage–57 Miles from Tower

Population	No. of Families	Effective Buying Income 000	Per Capita Income	Retail Sales 000	No. TV Homes	% of TV Homes
519,580	156,410	637,621	21,765	473,832	72,700	48.87%

Class "C" Coverage–89 Miles from Tower

Population	No. of Families	Effective Buying Income 000	Per Capita Income	Retail Sales 000	No. TV Homes	% of TV Homes
1,059,050	323,955	1,362,615	37,531	997,711	160,953	49.68%

County By County Breakdown of K-10 Coverage

County	Pop.	No. of Families	Effec. Buying Income 000	Per Capita Income	Retail Sales 000	No. of TV Homes	% of TV Homes
Atoka	13,400	3,600	9,241	690	6,483	261	7.25
Bryan	25,935	7,695	21,570	832	19,249	759	9.85
Canadian	9,000	2,695	1,683	1,305	7,667	1,303	48.37
Carter	39,500	12,500	49,937	1,264	38,340	3,075	24.60
Choctaw	5,700	1,590	4,242	745	3,279	113	7.11
Cleveland	44,700	11,400	57,651	1,290	32,767	4,740	41.57
Coal	7,300	1,800	4,768	653	2,737	361	20.05
Creek	33,120	10,240	37,678	1,138	25,609	4,196	40.66
Garvin	29,900	8,800	31,884	1,066	28,089	3,988	40.31
Grady	32,395	10,070	38,013	1,143	27,524	4,566	45.34
Haskell	3,870	990	2,797	725	1,536	126	12.72
Hughes	19,300	5,700	17,045	883	13,225	1,122	19.68
Jefferson	3,120	930	3,258	1,044	2,294	194	20.90
Johnston	10,100	2,800	6,950	688	3,166	218	7.78
Latimer	6,045	2,225	4,688	775	2,039	44	2.76
Lincoln	21,100	6,500	19,947	945	17,527	2,730	42.00
Logan	11,880	3,740	14,072	1,184	8,844	1,408	24.85
Love	6,660	1,620	4,603	691	3,052	234	14.50
Marshall	7,500	2,300	8,066	1,075	4,238	412	17.91
McClain	14,000	4,100	12,971	927	8,718	1,989	48.51
McIntosh	15,960	4,180	9,953	624	8,419	1,007	24.09
Murray	10,500	3,300	11,588	1,104	7,627	1,145	34.69
Muskogee	16,750	5,025	19,401	1,158	12,400	1,790	35.63
Okfuskee	15,800	4,400	12,274	777	8,017	996	22.63
Oklahoma	362,300	117,400	607,644	1,677	427,648	85,575	72.89
Okmulgee	43,900	13,300	48,550	1,106	34,662	4,722	35.50
Payne	19,520	5,640	26,000	1,332	15,876	2,321	41.15
Pittsburg	40,100	11,600	36,392	908	35,805	1,886	16.25
Pontotoc	29,500	9,000	35,231	1,194	31,581	3,232	35.91
Pottawatomie	43,400	13,300	47,803	1,101	38,832	7,452	56.03
Pushmataha	6,720	1,920	4,344	647	3,048	66	3.43
Seminole	37,800	10,800	42,709	1,130	35,168	7,011	64.91
Stephens	28,425	8,775	38,029	1,338	30,894	3,355	38.24
Tulsa	27,560	8,870	50,213	1,822	34,902	6,730	75.87
TEXAS							
Cooke	2,150	650	2,648	1,232	2,393	296	45.63
Grayson	14,240	4,500	18,772	1,318	14,056	1,530	34.01

Source: SALES MANAGEMENT "Survey of Buying Power of 1954" Set Circulation according to Radio-Electronics-Television Manufacturers Association

Slip Your Brand on These Customers—K-10 Can Do It!

See Your Nearest Venard, Rentoul and McConnell Representative!

Belknap Gets Grant Of Private Microwave

IN the first case of its kind, the FCC last week granted the application of J. E. Belknap & Assoc. to construct a private microwave relay system to feed Memphis, Tenn., television signals to community tv distribution firms in Kennett and Popular Bluff, Mo. [B•T, Jan. 18].

The grant came after the whole question of the FCC's jurisdiction over community television system had been thrashed out by the Commissioners during the past month. The Commission decided to treat the Belknap application solely on its request for common carrier operation. It specifically stated, however, that it is making no determination at this time on whether or not it has jurisdiction over community television operations.

The bellwether grant will spark additional requests for private microwave relays to serve community tv systems, it was understood. There are believed to be more than 200 such operations in existence, serving small communities which either have none, or inadequate tv service from existing stations.

The Commission found that Belknap proposed a specialized service which appeared to have no need for interconnection with any other common carrier, will not divert traffic, duplicate investment or operating expenses, or cause harmful competition.

KILGORE SUBMITS LIST OF NEWSPAPER INTERESTS

THERE'S too much ownership in the broadcast-news field by the same people.

That is Sen. Harley M. Kilgore's (D-W. Va.) charge which he repeated last week in introducing into last Tuesday's *Congressional Record* a tabulation of newspaper ownership of tv stations [CLOSED CIRCUIT, April 5].

Only a fortnight ago, Sen. Edwin C. Johnson (D-Colo.), who is retiring from the Senate this year, introduced a bill that would bar anyone owning 10% or more of a newspaper in a city of at least 100,000 population from owning a radio or tv station [B•T, May 3].

Sen. Johnson at that time told B•T his bill was tied to the Kilgore anti-"radio monopoly" stand "to some extent."

Sen. Kilgore has asked the Senate Interstate & Foreign Commerce Committee and the Anti-Monopoly Subcommittee in the Senate, as well as the Justice Dept., to look into the situation [B•T, March 15, 1].

The West Virginian has charged a "threat of a developing monopoly in communications," whereby radio interests allegedly are taking over tv properties. His charges also touched on newspaper owners acquiring broadcast stations.

Last week Sen. Kilgore reiterated his assertions, adding that "newspapers or their owners have interests in almost one-third of all television stations on the air."

The tabulation, taken from a trade publication, he said "shows a majority or minority share in 112 outlets and in 29 companies with certificates pending."

Examiner Begins Hearings On CBS-Zenith Ch. 2 Bids

HEARING on Chicago's ch. 2, between CBS (WBBM-TV) and Zenith Radio Corp., opened Friday before FCC Hearing Examiner Herbert Sharfman, with preliminary matters under discussion, including a request by Zenitth to amend its application. The next session is scheduled for June 7.

At issue is the application of the Chicago radio-tv manufacturer for the Chicago vhf channel, now occupied temporarily by WBBM-TV. Zenith's application, filed in 1948, was dismissed by the FCC, but the U. S. Court of Appeals last January [B•T, Jan. 25] ordered that it be reinstated. CBS bought the then existing ch. 4 facilities from American Broadcasting-Paramount Theatres Inc. early in 1953 for $6 million. Because of the reallocation of ch. 4, CBS was ordered to move to ch. 2. This was made temporary on order of the court pending the results of the Zenith-CBS hearing.

Meanwhile, Zenith Radio Corp. is moving ahead with personnel and program plans for proposed operation of a tv station in Chicago in the event it wins its fight with CBS for the disputed ch. 2.

The radio-tv manufacturer has lined up a number of excutives, including three formerly associated with NBC, on a consulting basis temporarily, with the agreement they would accept full-time positions if Zenith obtains ch. 2.

Already committed are John McCormick, radio industry veteran and midwest manager for Screen Gems Inc., who would become general manager, and Bob Brown, associated with Cascade Pictures of California, who would become program manager. Harry Bubeck, another industry veteran, has been appointed director of tv programming for Zenith [B•T, April 19].

Also committed is Jerome Cowan, stage and screen actor, as an executive producer.

CCBS Outlines Stand On Skywave Proposal

CLAIMING there has been misunderstanding of FCC's proposal to amend its rules and standards so as to afford daytime skywave protection at sunrise and sunset to clear channel stations [B•T, April 26, March 15], Clear Channel Broadcasting Service has circulated on Capitol Hill a memorandum designed to clarify the proposal and show existing secondary stations will not be hurt.

"The argument that daytime and limited time stations are being discriminated against and that the clear channel stations are being favored simply does not stand up under careful technical examination of the proposed report," CCBS said. "In fact, it is expected that several parties, including CCBS, will oppose the Commission's proposed report and order on the grounds that the protection accorded clear channel stations is inadequate."

CCBS further explained its position as follows:

In its proposed report and order, the Commission has prepared engineering standards which supposedly afford additional protection to clear channel stations during early morning and late afternoon periods from skywave interference from Class II daytime and limited time stations. In its notice of further rule making, however, the Commission proposes that these rules not be made applicable to *existing* stations.

Many complaints have been filed with the FCC and with Congress by parties who have obviously not digested fully the contents of the proposed report. Much misinformation as to the dire consequences—should the report be adopted in its present form—has been circulated.

Let us examine what would happen to all Class II stations presently operating on Class I-A clear channels. In the first place, should the FCC adopt the rule-making in the manner they deem desirable, none of them would be affected, since the rules would not apply to existing stations.

But let us suppose the proposed standards *were* made to apply to existing stations. Exhaustive engineering studies have been made by the Clear Channel Broadcasting Service of all Class II stations operating on Class I-A clear channel frequencies in the United States. In only two instances out of 58, assuming the rules were made applicable to existing stations, would a change in operation be necessary. In both cases, the changes would be insignificant.

WKDA, WCAV, WRAP Sales Filed at FCC

APPLICATIONS for the sale of WKDA Nashville, Tenn., and WCAV and WRAP, both in Norfolk, Va., were filed with the FCC late last week.

WKDA was sold to John W. Kluge and associates by Tom Baker Jr. and Al Beaman for $312,500 [B•T, May 3].

Slated to head the purchasing group, under the name of Capitol Broadcasting Co., is Mr. Kluge, president and majority stockholder of WGAY Silver Spring, Md., and KXLW Clayton, Mo., secretary-treasurer and 25% owner of WLOF Orlando, Fla., and treasurer and 12½% stockholder of Mid-Florida Tv Corp., applicant for a new tv station on vhf ch. 9 at Orlando.

At Norfolk, in an effort to obtain a fulltime outlet, Rollins Broadcasting Co. sold its 1 kw-daytime facilities of WRAP on 1050 kc and has purchased WCAV there, assigned 1 kw fulltime on 850 kc. Sale of WRAP is contingent on Rollins receiving FCC approval to the purchase of WCAV.

Rollins purchases WCAV from the estate of Joseph Light for $20,000. President O. Wayne Rollins and Vice President John W. Rollins individually purchase the outstanding accounts, face amount $197,027, for $70,000.

Rollins Broadcasting sells its WRAP daytime facilities to Cy Blumenthal for $55,000. Mr. Blumenthal is vice president and one-third owner WCAN-AM-TV Milwaukee and treasurer and 39% stockholder WARL-AM-FM Arlington, Va. [B•T, April 12].

Rollins Broadcasting operates WRAD Radford, Va.; WJWL Georgetown, Del.; WNJR Newark, N. J.; WAMS Wilmington, Del.; permittee of WHRN (TV) Dover, Del., and am applicant at Indianapolis, Ind.

Rollins recently purchased WAMS for $5,000 and assumption of obligations totaling $105,000 [B•T, April 19].

Mansfield Grant Proposed

INITIAL decision proposing to grant Fergum Theatres Inc. a new tv station on uhf ch. 36 in Mansfield, Ohio, was issued late last week by FCC Hearing Examiner William G. Butts.

Action on the ch. 36 bid was made possible by the dismissal with prejudice of the competitive application of Mansfield Journal Co.

The Mansfield *Journal* had petitioned to dismiss its application on the ground it wished to expedite the bringing of tv to the Mansfield area. Hearing for the ch. 36 facility had begun on Jan. 7. Comr. John C. Doerfer acting as Motions Commissioner, dismissed the Mansfield *Journal* application with prejudice on the ground that it was withdrawing its application in midst of the hearing for lack of good cause.

FCC several years ago denied broadcast facilities to the Mansfield *Journal* and associated Lorain (Ohio) *Journal* on the charge their owners sought to suppress competition in the dissemination of news and information about WMAN Mansfield and denied advertising space to those who bought time on WEOL Elyria-Lorain. Anti-trust suit was brought by Justice Dept. against the newspapers in the WEOL case.

Bowring Replaces Griswold

SEN. EVA BOWRING (R-Neb.), newly appointed to the U. S. Senate, has been assigned to the same Senate committee posts—including Interstate & Foreign Commerce and its communications subcommittee held by her predecessor, Sen. Dwight Griswold (R-Neb.), who died April 12.

LAMB OFFERS $10,000 FOR 'RED' PROOF

The reward will be given to anyone who disproves his non-communist affidavits, the broadcaster-publisher says. Court action hinted if FCC doesn't proceed soon with its hearing on WICU (TV) license.

CONCURRENT with his fight before FCC for renewal of license of WICU (TV) Erie, Pa., broadcaster-publisher Edward Lamb last week offered $10,000 to anyone who will disprove his non-communist affidavits.

The WICU renewal involves issues alleging Mr. Lamb has had communist affiliations contrary to representations he has made to FCC. Meanwhile, Mr. Lamb's counsel, former U. S. Attorney General J. Howard McGrath, has hinted court action unless the Commission proceeds soon with its formal hearing of the Lamb case. Destructive publicity resulting from delay in the hearing was cited [B•T, May 3].

Other than WICU, Lamb stations include WTOD Toledo, WIKK Erie and WHOO Orlando. Mr. Lamb is applicant for ch. 11 at Toledo and ch. 9 at Orlando. He holds permit for ch. 23 WMAC-TV Massillon, Ohio, and has purchased ch. 47 WTVQ (TV) Pittsburgh subject to Commission approval. Mr. Lamb also was high bidder fortnight ago for lease of city-owned WSUN-AM-TV St. Petersburgh [B•T, May 3].

In a series of advertisements appearing across the nation in various newspapers and magazines, Mr. Lamb offered the $10,000 reward to any person who can disprove his sworn affidavit which states "I am not now and I have never been, at any time or any place, directly or indirectly, a member of the Communist Party and I have never been a member of any other organization which has any un-American objective, nor have I ever been a member of any organization which was listed on the Attorney General's lists of such subversive organizations."

Mr. Lamb said he is making the offer because he believes there are persons who can be induced to bear false witness against their neighbors and they seem to "function best when financial rewards are dangled before them."

"Obviously," Mr. Lamb said, "no decent American citizen enjoys being a victim of a smear campaign or a victim of a frame-up, even when such an attack is motivated by one's competitors or other jealous persons."

Included in the advertisement is an offer from Edward Lamb Enterprises Inc. to make available copies of letters and other evidence from ministers, priests, rabbis, judges, public officials including J. Edgar Hoover and other reputable citizens extolling Mr. Lamb for his editorials, writings and speeches attacking the Communist dictatorships.

WHA-TV Goes on Air As Fifth Educ. Outlet

WHA-TV Madison, Wis. (ch. 21), the country's fifth educational tv outlet, began regular programming last Monday. The new station will televise from the U. of Wisconsin's television lab. Hours of programming at the start will be 7:30-9:30 p.m. daily except Sunday, and 2:30-3 p.m. on Friday when an in-school program will be scheduled.

KBMT (TV) Beaumont, Tex. (ch. 31), first station there, was scheduled to begin commercial programming yesterday (Sunday), after almost a month of test pattern transmission.

Reports from other stations:

Five more stations are reported set to begin commercial programming around May 15, including a Mexican border station: WDBO-TV Orlando, Fla.; KGLO-TV Mason City, Iowa; WGAN-TV Portland, Me.; WKNY-TV Kingston, N. Y., and XEJ-TV Juarez (El Paso).

KGLO-TV Mason City, Iowa (ch. 3), plans a May 15 debut interconnected with CBS and DuMont, Herbert R. Ohrt, general manager announced. The station has been testing since May 5 and will use full 100 kw power.

WKNY-TV Kingston, N. Y. (ch. 66), will commence commercial operations the week of May 16 affiliated with all four networks, Robert L. Sabin, manager, announced.

KQED (TV) Berkeley (San Francisco), will be the nation's sixth educational tv outlet when it starts regular programming soon. Regular previews of programs to come have been telecast by the ch. 9 station since April 30.

The following stations have reported they plan to begin regular programming by May 30:

KQED (TV) Berkeley, Calif. (ch. 9), educational; KFXJ-TV Grand Junction, Colo. (ch. 5); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); KGLO-TV Mason City, Iowa (ch. 3); WGAN-TV Portland, Me. (ch. 13); WBOC-TV Salisbury, Md. (ch. 16); WKNY-TV Kingston, N. Y. (ch. 66); WCET (TV) Cincinnati (ch. 48), educational; XEJ-TV Tijuana (El Paso) (ch. 5).

(For details see TELESTATUS, page 115.)

JACK BURNETT (l), general manager of KULA-TV Honolulu, shakes hands with James B. Tharpe, sales manager for Allen B. DuMont Labs transmitter division, who helped install equipment to put the ch. 4 station on the air April 16.

Booth Buys WIBM Jackson From Radners for $115,000

BOOTH Radio & Television Stations Inc., which a fortnight ago suspended operation of ch. 64 WBKZ (TV) Battle Creek, Mich., because of economic losses and in order to file for ch. 10 at Parma-Onandaga, Mich. [B•T, April 26], has purchased WIBM Jackson, Mich., for $115,000, subject to FCC approval.

Acquisition of WIBM from Herman and Roy Radner was reported by John L. Booth, president of the firm which also is permittee of ch. 51 WSBM-TV Saginaw, Mich., and operator of WJLB Detroit, WBBC Flint and WSGW Saginaw. WIBM, which is to dismiss its own bid for ch. 10 at Parma, earlier turned back to FCC the permit it held for ch. 48 at Jackson. WIBM-TV was never on the air [B•T, Dec. 21, 1953].

Two other applications are before FCC for ch. 10 at Parma. They were filed by Triad Television Corp. and WKHM Jackson.

At the time the ch. 10 allocation was proposed, Mr. Booth protested the assignment, citing the added economic burden that any new vhf channel would put upon existing uhf stations in the area. When he suspended operation of WBKZ (TV), Mr. Booth told the Commission the station had lost about $10,000 a month since commencement a year ago.

XELD-TV Suspension Explained on KRGV-TV

REASONS for the indefinite suspension of operations of XELD-TV Matamoros, Mex. (Brownsville, Tex.), were explained on KRGV-TV Weslaco, Tex., by Bert Metcalf, director of operations of XELD-TV.

The Mexican border ch. 7 station went off the air April 13 after damage to its diesel engine, which generated its electrical power. Other causes for suspension, as described by Mr. Metcalf, were: (1) although XELD-TV had carried kinescopes of almost all the top network shows since it began operation in 1951, the NBC kinescopes were moved to KRGV-TV when that station began operating April 11, and (2) on April 18, the Mexican Government announced devaluation of the peso from 8.65 for

DISPLAYING for the last time the call letters of XELD-TV Matamoros, Mex., after the station suspended operations indefinitely, is Bert Metcalf, director of operations. Mr. Metcalf appeared on *The Valley Today* show on KRGV-TV Weslaco, Tex., to explain the station's reasons for suspending. L to r: Brad Smith, news editor of *The Valley Today;* Barney Ogle, KRGV-TV general manager; Mr. Metcalf, and Bill Lane, KRGV-TV's chief cameraman.

A Good Reporter

"Gets Around"

Like KCMO's radio and television newsmen, for example. Their specialty is first-person coverage of all the important Kansas City and Mid-America newsbeats. And KCMO's complete facilities make it possible for them to give daily coverage to the "offbeats" too—the fresh, human stories that don't come in over the wire. Trained journalists all, they know how to get the news, write, edit, and deliver it via KCMO radio and television with that fresh, bright, "I-was-there" approach that builds impressive audience response. If you're pounding a sales-beat in the Kansas City market, why not hire these experts in complete coverage of Mid-America—the KCMO radio and television news staff.

KCMO

KANSAS CITY

TV - Channel 5

Radio - 810 kc.

"It's a Meredith Station" . . . **affiliated with Better Homes and Gardens and Successful Farming**

$1 U. S. to 12.80 for $1 U. S., raising XELD-TV's operating costs 44% on one hand while reducing its income on the other.

Mr. Metcalf made his statement on KRGV-TV's *The Valley Today* show, explaining to the 550,000 residents of the Texas and Mexico lower Rio Grande Valley the reasons for the suspension, effective April 30 when equipment was stored and employes were released with severance pay. He said the station at first had announced it was suspending operations for seven days until repairs to the diesel engine were made, but that repairs proved to be longer and more costly than expected.

WTPA (TV) Makes Public Its Color Facilities

WTPA (TV) Harrisburg, Pa., ch. 71 outlet in the central Pennsylvania area, made public its color transmission facilities at a news conference last week, using the *Voice of Firestone* NBC program for the presentation.

Although the station has been carrying the NBC colorcasts since the Parade of Roses on Jan. 1, no public announcements were made pending the availability of color receivers in the station's market, David Bennett, WTPA vice president and general manager, explained. Dealers now have color sets and servicemen have been trained, he said.

WABC on 24-Hour Schedule

WABC New York plans to return to all-night, 24-hour-a-day broadcasting today (Monday) when a six-hour nightly session of popular music sponsored by the Birdland Restaurant in New York premieres at midnight and continues until 6 a.m. EDT. Since last November, the station has had a 1 a.m. sign-off. Titled *The Birdland Show*, the new program will be presented seven nights a week with Bob Garrity as m. c.

ON HAND as WKY-TV Oklahoma City launched its first regularly-scheduled local live colorcast April 26 were (l to r): Paul Hoheisel, advertising director of the Oklahoma Gas & Electric Co., sponsor; P. A. (Buddy) Sugg, WKY-TV general manager, and Sibyl Johnson, WKY-TV home economist and hostess of the *Cook's Book*, hour-long (Mon. thru Fri.) show that is being telecast in color. The first actual local live colorcast was a special half-hour variety show sponsored by Dulaney Mfg. & Distributing Co. (local RCA distributor).

WNBK (TV) Gets Praises After Shift to Ch. 3

THOUSANDS of viewers have sent letters, phone calls and telegrams to WNBK (TV) Cleveland reporting improved reception since Gov. Frank J. Lausche pushed the button that put into operation the station's new transmitter on ch. 3, the NBC o&o tv outlet reported last week.

WNBK moved from ch. 4 to 3 and began operating from its new million-dollar transmitter and 905-foot tower at Parma, with 100 kw [B•T, April 19]. WNBK's transmission on ch. 3 is stronger, clearer and carries farther than the old ch. 4 picture, and interference from tv stations in other cities has been eliminated, WNBK said.

NBC's "Mr. Peepers" on the *Mr. Peepers* show told of the change to more than a million viewers in WNBK's coverage area just prior to the ch. 3 changeover, the station said. Reception was reported from Canada, 60 miles across Lake Erie, it was said.

The tv outlet now claims 1,089,860 receivers and coverage of 29 counties in Ohio and Pennsylvania.

GROVE CITY PIONEER OBSERVES 34th ANNIVERSARY

ONE of radio's first broadcast stations—WSAJ Grove City, Pa.—last Tuesday celebrated its 34th anniversary on the air.

Located in the rolling hills of western Pennsylvania, this college station made its first "long-distance" voice broadcast April 26, 1920, operating with the experimental call 8YV. The event followed a series of electronic experiments that had begun after the turn of the century.

Key figure in this pioneer research was Dr. Herbert W. Harmon, then head of the physics department of Grove City College for more than 40 years. Dr. Harmon is father of Ralph Harmon, engineering manager of Westinghouse Broadcasting Co. stations.

Five decades ago Dr. Harmon was making recordings of thunderstorms, using the coherer type of detector. He directed a long series of tests of crystaline materials, credited with advancing the electronic science materially, and at the same time worked on tubes and antennas.

In the spring of 1913 transmitting and receiving facilities were built, licensed as 8CO. When World War I brought silencing of all stations, Dr. Harmon worked on development at the Bureau of Standards.

After World War I the station was licensed as 8YV with 2½ kw spark power and a voice transmitter based on 5 w amplifier tubes connected in parallel. The first distant pickup of a broadcast signal was made April 26, 1920, when Dr. Weir C. Ketler, college president, addressed the Rotary Club of New Castle, Pa., 20 miles away, by radiotelephone. The broadcast was picked up and amplified for the club by Rex Patch, operating 8HA New Castle station, and a radio store. Mr. Patch had been using his own radiotelephone station to promote the sale of the store's supplies.

The college station was licensed by the Dept. of Commerce for regular broadcast service in 1922, with the call WSAJ, operating on 1310 kc. The frequency has since been changed to 1340 kc, with the station operating on a time-sharing basis with WKRZ Oil City, Pa. A new 1 kw GE transmitter was installed in 1950 by Prof. Dale O. Smock, now directing the station.

Dr. Harmon organized a college Radio Club in 1934. It is still active, and Dr. Harmon continues his interest in its work, living in retirement off the campus.

24 on Advisory Board Resign From KPFA (FM)

KPFA (FM) Berkeley, Calif., non-profit, listener-sponsored station, faced new problems last week after 24 members of the advisory board resigned over a broadcast praising the use of marijuana [B•T, May 3]. Dean Frank H. Freeman of the U. of California, one of the 24 resigning members, explained that the 24 constituted two-thirds of the advisory board.

Dean Freeman said the main reason for the mass resignations was the fact that the station's control is in the hands of its staff members. The resigning members felt control should be vested in a board composed mainly of representatives of the community which supports the station.

Dean Freeman also commented that the 24 resigning members also constituted the main source of funds for the station.

WBAP-TV Plans Two-Hour Variety, Style Show in Color

WBAP-TV Fort Worth, which has been running a color bar test pattern for two weeks, will present a two-hour local live color show May 15. The colorcast will feature style shows, variety shows and other items adaptable to color, with local merchants participating.

The station reported there are about 100 color receivers in the area. In addition, department stores in Fort Worth and Dallas will have color sets on display and many area dealers also will have demonstration sets on hand.

Got something to say?

. . . tell it where they're waiting for you!

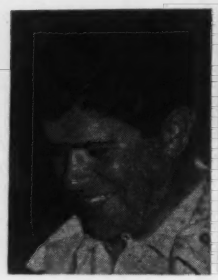
The secret lies in tested, established local participation programs commanding loyal audiences. In Rochester, you'll find the *most* and the *best* of these programs on the station that has a 4-year head start in TV in this market—WHAM-TV.

"HOME COOKING"

for instance: with Trudy McNall, 9 to 9:45 AM daily, Monday thru Friday. The *only* cooking show in Rochester TV, and one of the best anywhere! Try it and see. Participation, live or film, $60.00. Average ARB rating: 10

WHAM-TV CHANNEL 6

WHAM-TV ROCHESTER, N. Y.'s FIRST STATION



MR. BERNARD

MR. COHEN

TOP LEVEL managerial appointments were announced last week by WGR-AM-TV Buffalo. Joe Bernard has been appointed general manager of both WGR-AM-TV, with Nat L. Cohen named station manager of WGR. The ch. 2 tv station, which originally had the call WRGB (TV), expects to be on the air in late July.

KEDD (TV) Plans to Boost Visual Power to 257 Kw

KEDD (TV) Wichita, Kan., will increase its signal to 257 kw June 1, it has been announced by Stanley H. Durwood, station president, following negotiations the past fortnight.

Negotiations for the installation of a new GE 12 kw transmitter were completed by John North, vice president-general manager of KEDD; George Smith, the station's chief engineer, and Wells R. Chapin, district sales manager for GE.

KEDD claims the new power will boost its audience coverage to include an 82-mile radius of Wichita. The uhf ch. 16 station is affiliated with both ABC and NBC.

COMPLETING negotiations for installation of new GE 12 kw transmitter at KEDD (TV) Wichita, to boost power to 257 kw, are (l to r) Wells R. Chapin, GE; John North, KEDD vice president-general manager, and George Smith, chief engineer of the ch. 16 station.

Davis Named Blair-Tv V.P.

ELECTION of John T. Davis as vice president of Blair-Tv Inc. is being announced today (Monday) by William H. Weldon, president. Mr. Davis will continue as manager of the Chicago office of Blair-Tv.

He joined John Blair & Co., national representatives of radio stations, in 1946 as a salesman. In November 1948, when Blair-Tv was established, Mr. Davis was named manager of the Chicago office.

Arkansas Newsmen Act To Halt News Gags

COURT action centering around gag techniques invoked by Arkansas public agencies to bar radio and newspaper reporters will decide how far these agencies can go in meeting behind closed doors.

Seven radio-press newsmen are fighting the battle to stop what they contend are abuses of Public Law 343 enacted last year. Their campaign started April 12 when the Arkansas Eclectic Medical Board excluded reporters from a hearing.

Headed by William Neel, news director of KTHS Little Rock, the seven obtained a hearing in chambers before Chancery Judge Guy T. Williams, who issued a temporary order preventing a closed-door session. The medical board voted to adjourn indefinitely. The Arkansas Supreme Court heard arguments April 26, setting May 11 as deadline for briefs to be filed.

The high court will rule whether licensees of state boards are private individuals and what is privileged information. Public Law 343 gives state agencies the right to hold executive sessions when individuals and privileged information are being discussed. This has led to a rash of locked-door proceedings, bringing protests from newsmen.

After the reporters' protest, the Pulaski County Grand Jury looked into the subject, issuing a warning against closed meetings.

Newsmen who joined Mr. Neel in the test were Bill Hughes, United Press; Sam Harris and Dean Duncan, Arkansas *Gazette;* Dick Evans, KLRA Little Rock; Bud Lemke, Arkansas *Democrat;* Bobbie Forrester, KXLR Little Rock.

KGO-AM-TV Begin Use Of New S. F. Studios

KGO-AM-TV, ABC o&o stations in San Francisco, are now broadcasting from a new partly completed, $1,500,000 studio building at 277 Golden Gate Ave.

A five-story structure with a streamlined zourite panel face in teal blue, it is located adjacent to San Francisco's Civic Center. Ground breaking ceremonies for the building took place last August, while completion of the entire building is set for Aug. 1 this year. At present only the third, fourth, and fifth floors have been completed. Already in operation are two television studios and one large radio studio on the fourth floor. The building has 40,000 square feet of usable space.

The main studio, covering the entire first floor, will be used for both radio and television audience shows. It will be the last of the facilities to be finished.

KGO-TV will operate from the new building daytime only until Aug. 1. Nighttime and weekend local shows will continue to originate from the Mt. Sutro transmitter building about two miles away. All radio operations will originate in the new studios.

Roy D. Moore Dies; Headed Ohio Stations

FUNERAL SERVICES were held last Monday for Roy D. Moore, 66, president and publisher of the Brush-Moore Newspapers Inc., chain of eight Ohio and Maryland newspapers and two Ohio radio operations, after his death the day before at his Congress Lake home near Canton, Ohio.

Brush-Moore Newspapers Inc. owns Ohio Broadcasting Co., licensee of WHBC-AM-FM Canton and WPAY-AM-FM Portsmouth. The chain publishes the Canton *Repository*, Portsmouth *Times*, Steubenville *Herald-Star*, Marion *Star*, East Liverpool *Review*, Salem *News* and Ironton *Tribune*, all in Ohio, and the Salisbury (Md.) *Times*.

Mr. Moore was co-chairman of the unsuccessful drive to have Sen. John W. Bricker of Ohio nominated by the Republicans for the Presidency in 1944. He was president of the Ohio Newspaper Assn. in 1940, was a past director and board chairman of ANPA's Bureau of Advertising and belonged to ASNE, National Press Club and the Ohio Publicity and Development Commission.

A tribute and a reprint of an editorial on Mr. Moore appearing in the May 2 Canton (Ohio) *Repository* was inserted in the appendix of the May 3 *Congressional Record* by Rep. Frank T. Bow (R-Ohio), former counsel of the old House Select Committee investigating the FCC (the Harness Committee).

Survivors are his wife, Mrs. Lucille Moore; a son, William T. Moore, promotion manager of Brush-Moore; a daughter, Mrs. William I. Hershey, and three grandchildren.

WSPA-TV Starts Work On Studio Construction

WSPA-TV Spartanburg, S. C., starts construction of its studios in that city this week and expects completion in 90 days, Walter J. Brown, president, said Saturday. Groundbreaking will take place today (Monday) with Mayor Neville Holcombe and civic leaders on hand, he said.

WSPA-TV, which has received FCC authority to move its ch. 7 transmitter site to Paris Mt., 5½ miles from Greenville [B•T, May 3], will remodel three store buildings adjoining the present WSPA radio building and also will construct a modern studio facility immediately behind the buildings, Mr. Brown said.

The tv building will make 7,500 square feet available for WSPA-TV and the WSPA radio building will provide 21,000 square feet for both am and tv operations, Mr. Brown said.

McBride Project Winners In N.Y. for Interview

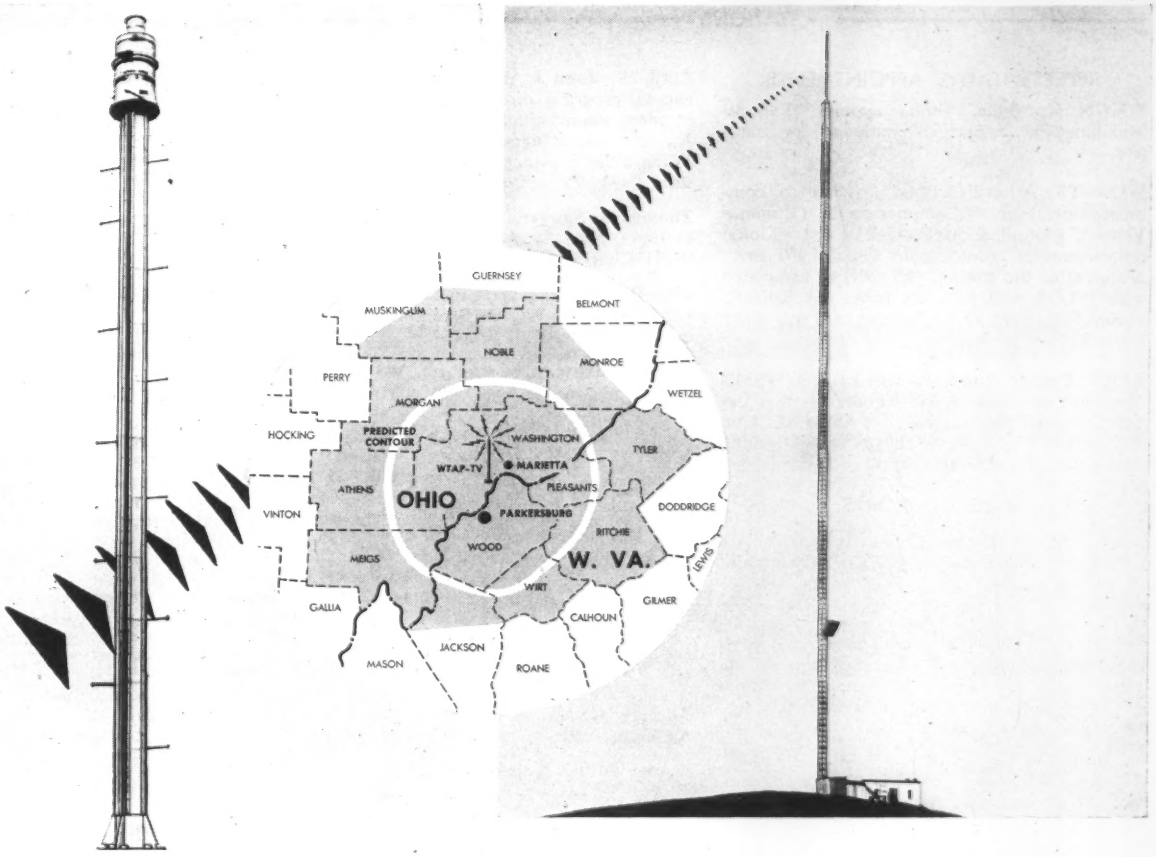
FOUR national award winners of the annual Mary Margaret McBride Project, which is the second annual survey of women's achievements in the U. S., were interviewed on the Mary Margaret McBride program May 4 and 5. Miss McBride brought the four national winners to New York, where they were entertained.

The four winners were: Mrs. Frances Morton, Baltimore, founder of the Baltimore Plan for slum clearance; Martha Priscilla Shaw, mayor of Sumter, S. C., and the first woman mayor of that state; Mrs. Edith V. A. Murphey, Covelo, Calif., botanist who worked out controlled grazing plans and who also has devoted many of her 75 years to Indian affairs, and Mrs. Fred Wesser, Huntington, W. Va., who secured a million dollar appropriation to rehabilitate the state mental hospital there.

Miss McBride leaves ABC on May 15 for her first holiday, returning in the fall.

WPIX (TV) Promotes Hartigan

PROMOTION of Albert G. Hartigan, a director at WPIX (TV) New York since October 1950, to assistant program manager and business manager of the station's program department was announced last week by W. Robert Rich, program manager. Mr. Hartigan fills a vacancy that was created several months ago when Mr. Rich was advanced to his present post. Mr. Hartigan joined WPIX from WBZ-TV Boston, where he had been a producer and director for more than two years. Previously he had worked with WFBL and WSYR Syracuse.



WTAP-TV REPORTS... *"tremendously increased coverage" with new, high-gain* GABRIEL* UHF ANTENNA

A BIGGER MARKET AT LOWER COST!
WTAP-TV doubled its greatest market expectations with Gabriel UHF Antenna! The predicted market mapped out in its construction application by WTAP-TV engineers covered the 40-50 mile area shown inside the white circle. The doubled market actually covered now with the new Gabriel UHF Antenna is shown in gray — with more than 265,300 population.

** Formerly Workshop Associates*

Says Theodore A. Eiland, President, WTAP-TV —

"THE GABRIEL ANTENNA must receive a large share of the credit"

"I am delighted to report that our Gabriel Channel 15 antenna is delivering tremendously increased coverage over what we had anticipated. Much to our surprise we began receiving letters informing us of strong reception in communities 45 to 50 miles distant.

We have discovered also that there is an absence of major shadowed areas within our coverage contours. If you are familiar with the section of West Virginia and Ohio we serve, you will realize what an accomplishment this is!

Obviously we obtain one of the finest UHF coverage performances in this part of the country, and the Gabriel Antenna must receive a large share of the credit."

Cordially,

T. A. Eiland

WTAP-(TV)

HOW GABRIEL GIVES WTAP-TV GREATER COVERAGE

Delivers 19,500 watts ERP, with 1 KW transmitter.

Null Fill-in built in electrically, eliminates circular regions of low field strength.

Reliable — Design integrates radiating and structural members, no external projections to build ice formations.

Economical — Unique electro-mechanical design gives these performance advantages at relatively low cost.

STATION ENGINEERS... CONSULTANTS

Write for 20-Page Report "Design Characteristics and Performance Measurements of Gabriel UHF Antenna". Ask for Report T-44, on your letterhead, please.

GABRIEL ELECTRONICS DIVISION

Formerly Workshop Associates Division
THE GABRIEL COMPANY
200 Endicott St., Norwood, Mass.

REPRESENTATIVE APPOINTMENTS

WKGN Knoxville, Tenn., appoints Everett-McKinney Inc. as exclusive national representative.

WLOS-TV Asheville, N. C., slated to commence operations this summer on ch. 13, names Venard, Rintoul & McConnell as its national representative, according to Charles B. Britt, president of the station. WLOS-TV, associated with WLOS, will have its tower on 6,000-ft. Mount Pisgah, which spokesman said will make it the highest tv antenna in the south.

KIMN Denver (formerly KFEL) and **WSMB** New Orleans name Avery-Knodel as their national representative, effective May 1, and **KXLY-AM-TV** Spokane have appointed the firm effective May 16.

STATION SHORTS

KOWL Santa Monica, Calif., transmitter site address has been changed to 3470 McLaughlin Ave., Los Angeles, through extending and renaming street by city officials.

WFDF Flint, Mich., reports that in a reorganization of the telephone number system in the Flint area, its number will remain the same, but will be preceded by a Cedar exchange. Number is now: Cedar 2-7158.

STATION PEOPLE

Warren A. Anderson has been appointed general manager of WBEL Beloit, Wis., succeeding **L. O. Fitzgibbons,** who has also relinquished his one-third interest in the station. **Joe Moen,** commercial manager, WBEL, named assistant manager.

MR. ANDERSON

Howard W. Maschmeier, assistant to general sales manager, WFIL Philadelphia, appointed executive assistant, WFIL-AM-TV.

Thomas L. Young, manager, KWAT Watertown, S. D., named sales manager, KOLN (TV) Lincoln, Neb.

Art Sprinkle, formerly program director, KPHO-TV Phoenix, Ariz., named assistant general manager, KULA-TV Honolulu, T. H. **Bob Sevey,** KPHO-TV, to KULA-TV as production manager and director of sports and special events.

MR. SPRINKLE

MR. SEVEY

J. Harold Vester, commercial manager, WFTC Kinston, N. C., appointed general manager, succeeding **William S. Page,** resigned effective April 29. **John J. Wilson,** announcer-engineer named program director; **Herman B. Civils,** engineer, named chief engineer; **Carl B. Caudill Jr.,** announcer, named chief announcer, and **Frank Elliot,** formerly announcer, WISP Kinston, to WFTC announcing staff.

Thomas B. Sawyer, formerly president, WSSB Durham, N. C., appointed local sales manager, WIST Charlotte, N. C.

John R. Kreiger, general manager, WCDL Carbondale, Pa., to WQAN Scranton, Pa., as commercial manager.

Harry B. Shaw, sales manager, WSJS-AM-FM-TV Winston-Salem, N. C., elected chairman, senior management board, Piedmont Publishing Co. & Triangle Broadcasting Corporation.

MR. SHAW

Sam Hill, account executive, KSL - TV Salt Lake City, to KNXT (TV) Hollywood, in similar capacity.

Arthur M. Clifford, formerly with M. Seller Co., Portland, Ore., to KEX that city, as account executive.

Daniel Miller, sales service dept. manager, KCOP (TV) Hollywood, named account executive.

Eric Parker, salesman-announcer, WKBZ Muskegon, Mich., to WESK Escanaba, Mich., as program director. Mr. Parker married **Barbara Makemson,** WKBZ-FM, April 23.

Bill Merchant, formerly program director, WMUS Muskegon, Mich., to KSTT Davenport, Iowa, in same capacity. **Dick Sherman** and **Larry Hall** to news staff, KSTT.

Dick Quaas named promotion director of WMIN-TV Minneapolis-St. Paul.

J. R. Troxel, operations manager, WITV (TV) Ft. Lauderdale, Fla., resigned May 1. **Gail Compton,** program director, resigns to devote full time to *Gail Compton Show* on that station.

Harold Dedrick, associate farm director, WKY-AM-TV Oklahoma City, named farm director, succeeding **Sandy Saunders,** resigned to become manager, American Dairy Assn. in Oklahoma.

Chet Cooper, former studio manager, WFIL-TV Philadelphia named production operations manager, same station. **Walter Wagenhurst** and **John Hoban,** WFIL-TV production staff, named senior director and senior crew chief, respectively.

Jack Woodard, CBS Hollywood guest relations staff, transfers to KNXT (TV) that city, as floor manager. He succeeds **Alex Runciman,** promoted to KNXT staff director.

Larry Gutter, formerly writer-producer WBBM-TV Chicago, appointed director of continuity and commercial production, WOKY-TV Milwaukee.

A. Bertrand Channon, formerly with WSJS-TV Winston-Salem, N. C., to WFMY-TV Greensboro, N. C., as continuity director.

Don Isaacs named to sales staff, KLOG Kelso, Wash.

Jerry Grove, WFIL-AM-TV Philadelphia, named program director, WDAS same city.

Nancy O'Connell, publicity director, WTAO-TV Cambridge, Mass., to publicity and promotion staff, WNHC-TV New Haven.

Win Stracke, formerly conductor of *Animal Playtime* on NBC o&o WNBQ (TV) Chicago, moves to ABC o&o WBKB (TV) same city, with similar program May 17.

Don Blair, disc m.c., WNBZ Saranac Lake, N. Y., to WOC-AM-FM-TV Davenport, Iowa, as staff announcer.

Paul Mason, formerly with WISE Asheville, N. C., to announcing staff, WNAO Raleigh, N. C.

Don Kingsley to announcing staff, WEEI Boston, Mass.

William Jameson, formerly with CJAD Montreal, to CJON St. Johns, Nfld.; **Ron Wilson** and **Ann Wilson,** CJOY Guelph, Ont., to CJON.

Scott Berner to photography staff, WKY-TV Oklahoma City.

Saidie Adwon, account executive, KTUL Tulsa, received Distinguished Salesman award from National Sales Executives Club with trophy presented by Gov. Johnston Murray at award dinner.

Bob Newbrough, farm reporter, KWWL-AM-TV Waterloo, Iowa, selected to receive "Honorary Iowa Farmer Degree" from Iowa Assn. of Future Farmers of America.

Normand Houle, head of KCOP (TV) Hollywood scenic department, and **Petie Hill,** formerly traffic department manager, were married May 2.

Elmo Ellis, program director, WSB Atlanta, father of boy, William Bryan, April 28.

Hal Barker, floor manager, KNXT (TV) Hollywood, father of boy, April 30.

John Galbraith, announcer, KNX Hollywood, father of girl, Nina Langton, April 14.

Howie Leonard, d.j.-librarian, WPOR Portland, Me., father of boy, April 25.

Eddie Baxter, staff organist, KNBH (TV) Hollywood, father of boy, Robert Alfred, April 30.

Michael Cashin, 27, disc m.c., CKEY Toronto, died April 27.

QUEEN of Rockford (Ill.) Business & Industry is Mrs. Lora Businga, secretary to WREX-TV Rockford's General Manager Soren Munkhof (r). Mrs. Businga was elected by popular vote over 15 other contestants in a contest sponsored by a local newspaper.

BROADCASTING
TELECASTING
telecast
FILM FEATURE SECTION

Sure to be the hottest show since Dragnet

NOW ON TELEVISION
... 39 brand new half-hour films

Thrilling adventure. Mike Waring, The Falcon, is an undercover intelligence agent for the government. His assignments take him all over the world—on both sides of the Iron Curtain. Wherever he goes, The Falcon meets mystery and adventure.

Outstanding production. Exciting foreign backgrounds add to the superb realism. Inspired production by Hollywood's Harry Joe Brown keeps the action trigger-fast!

A great new star. Charles McGraw, as Mike Waring, is the most dynamic personality on TV since Jack Webb. His pictures include "The Killers," "War Paint," and the soon to be released "The Bridges At Toko-Ri."

Ready-made audience. The Falcon has proved popular during nine great years on radio for such sponsors as Procter & Gamble, General Mills, and Kraft.

Low cost per thousand. Nielsen says, "Mysteries deliver the lowest cost-per-thousand in night-time television."* And the best new mystery-adventure show on the market is THE FALCON.

THE FALCON carries with it NBC FILM DIVISION'S exclusive merchandising package:

- to help bring in every possible viewer
- to help bring in every possible customer

For high-flying sales in your market, ride with THE FALCON. Call, write or wire today.

**Based on Sept.-Oct. 1953 Nielsen Television Index. Evening shows half-hour or longer.*

NBC FILM DIVISION
SERVING ALL SPONSORS...SERVING ALL STATIONS
NEW YORK • CHICAGO • LOS ANGELES

A section of
May 10, 1954
BROADCASTING • TELECASTING
1735 DeSales St., N. W.
Washington 6, D. C.

HYGO *Television Films, Inc.* *

proudly announces the exclusive television rights to the . . .

"BIG TEN"

TOP MAJOR COMPANY FEATURE FILMS

● **TULSA**	Susan Hayward, Robert Preston, Pedro Armendariz
● **THE MAN FROM TEXAS**	James Craig, Lynn Bari, Johnnie Johnston
● **TRAPPED**	Lloyd Bridges, Barbara Payton, John Hoyt
● **THE AMAZING MR. X**	Turhan Bey, Lynn Bari, Cathy O'Donnell, Richard Carlson
● **DOWN MEMORY LANE**	Bing Crosby, Gloria Swanson, W. C. Fields
● **LOST HONEYMOON**	Franchot Tone, Ann Richards, Tom Conway
● **MICKEY**	Lois Butler, Bill Goodwin, Irene Hervey
● **THE BLACK BOOK**	Robert Cummings, Arlene Dahl, Richard Basehart
● **THE BIG CAT**	Lon McCallister, Peggy Ann Garner, Preston Foster, Forrest Tucker
● **PORT OF NEW YORK**	Scott Brady, K. T. Stevens, Richard Rober

* The most *talked about* group of FEATURE FILMS ever made available for TV exhibition. The first real *All Star-Major Package* to suit every type of audience.

HYGO *Television Films inc.*

HOLLYWOOD 8½-14 North LeBrea
Hollywood 38, Calif. Hollywood 7-4882

NEW YORK 60 West 46th Street
New York 36, N. Y. Circle 6-4347

features

- **Special B•T survey on package film: What it costs, how it is used, how it is sold to advertisers. Page 78.**
- **A Seattle bank turns to television film. Page 80.**
- **Syndicated shows have solved the program problem at KMID-TV Midland, Tex. Page 84.**
- **Local news on film catches a community's eye. Page 88.**

film maker

ALAN MILLER

EXECUTIVES of Revue Productions work as a team with no "bosses," per se. As such, Alan J. Miller serves as an executive producer in addition to being a vice president and board member of Music Corp. of America, Revue's parent company.

Born Dec. 15, 1908, in New York City, he graduated 20 years later from City College of New York. In 1931 he received an LL.B. from Fordham University.

After practicing law in New York for several years, he came to Hollywood in 1933 and became associated with a firm specalizing in motion picture law matters. Five years later he opened his own agency to handle talent, writers, directors, etc., which functioned as Marx, Miller & Marx Inc. until it was dissolved in 1946.

Moving his clients to MCA, he joined the picture department. Meanwhile Revue switched from producing radio programs to making tv films. Mr. Miller in 1952 entered the video whirl and started commuting between his Bel-Air home, MCA's Beverly Hills offices and the sound stages at Republic Studios in North Hollywood.

Unique in the absence of titles, Revue, itself, is the producer of such half-hour series as *Kit Carson* (Coca-Cola), 78 completed with a new group of 26 starting in July; *Chevron Theatre* (originally Standard Oil), 104 now in re-run; *Gruen Theatre* (originally Gruen Watch), 39 now in re-run; *Biff Baker, U.S.A.* (originally American Tobacco for Lucky Strike), 26 now syndicated; CBS-TV *Meet Mr. McNutley* (GE Small Appliances and Electronics), 39 completed by summer; *City Detective*, 39 in syndication with more scheduled; ABC-TV *Pepsi-Cola Playhouse*, 39 completed by summer; ABC-TV *Pride of the Family* (Armour and Bristol-Myers alternating), 39 completed by summer; *Dr. and Mr. Morrow*, pilot starring Jane Wyman in a light comedy about a lady doctor, written by "Sabrina Fair" playwright Samuel Taylor; *The World and I*, pilot starring Joan Crawford as a columnist on world assignment; *Affairs of Ann*, pilot starring Marguerite Chapman as a lady lawyer.

Believing "competent directors and competent actors in competent casting are not enough without good scripts," Mr. Miller and his associates spend much time working with writers on different projects. These are devised and built, according to reports from MCA-TV Ltd. as to what direction the market seems to be taking. Revue, he says, is an attempt to develop a team in connection with all the projects, so that the cumulative knowledge can work toward the whole.

Five projects, built from the sales department's suggestions, are now in the hopper. Pilot for *The Westerner*, an adult western starring James Craig as a sheriff, is completed. Geared for the syndicated market in Class A time, Mr. Miller comments "westerns are an important part of the picture business, and we feel the majority of tv westerns are produced for young audiences. Box office success of such features as 'Shane' and 'High Noon' causes us to believe older people want westerns on their level."

Color is being discussed very seriously, and the firm has made several films to test the different processes. Many will continue in black-and-white, however, as they just don't lend themselves to color, according to Mr. Miller.

While closely watching the progress of magnetic tape and looking for any new development which will improve product and cut costs, he feels that making pictures will always be expensive as long as you employ good talent and adhere to standards.

Married in 1940, Alan and Carolyn Miller now have three children, Steven, 12, Kathleen, 8 and Andrew Patrick, 1.

Responding to a demand for information on the use of film packages by tv stations and their sponsors, B•T has conducted a second survey applying to half-hour and quarter-hour films. The first [B•T April 12] dealt with features of an hour or more in length. A third questionnaire will cover film commercials, ranging from 8 and 10-second IDs (identifications) to 20-second and one-minute or longer recorded tv announcements.

TOP PRICE paid to distributors for half-hour film packages by the nation's television stations ranges from around $40 to as high as $1,400, depending on size of market and station audience.

This conclusion is one of a series of findings developed in an industry-wide survey conducted by B•T. The study is the second film analysis conducted this year, the first one covering feature films of an hour or more in length [B•T, April 12].

In analyzing the 123 questionnaires returned by the nation's operating tv stations, of which there are approximately 380, it was found that a majority of stations devote between two and 10 hours per week to half-hour film packages whereas few stations carry quarter-hour films more than five hours a week.

The questionnaires, representing a third of tv stations, were kept anonymous to promote complete and accurate delineation of facts. All categories of stations—interconnected and non-interconnected, as well as four sizes of markets—are represented proportionately in the tabulations. The results, therefore, are believed typical in each category of station.

The participating stations responded to a series of questions including number of hours on air per week; size of market; time devoted to half-hour and quarter-hour film packages; top prices paid for films to distributing outlets; number and length of commercial announcements in single-advertiser and participating film programs, with percentage of revenue obtained from local and national advertisers.

The attached tables disclose a substantial amount of new information on the role which half-hour and quarter-hour films take in tv operations. Some of these findings follow:

• Most stations allow a single advertiser three commercial announcements in a half-hour film package.

• A number of larger stations permit four commercial announcements in a half-hour film package sold on a participating basis.

• Average commercial announcements in film packages run around one minute, with a few examples of large stations permitting over three-minute spots.

• Double spotting is prevalent at station breaks, usually in the form of an identification plus longer announcement.

• Some triple spotting is apparent and a few stations allow four spots in a row.

• In large markets three-fourths of tv stations get 50-100% of their revenue from national advertising.

• Lowest share of national advertising exists among stations located in markets of 250,000-500,000 population.

• Stations without network connection depend most heavily on local advertisers for their revenue from half-hour and quarter-hour film packages.

Respondents to the questionnaires listed the five distributors supplying them with largest shares of their half-hour and quarter-hour features.

The following list of film distributors appears in order of number of mentions on questionnaires. Ziv Television Programs Inc. had the largest number of mentions, followed by NBC Tv Film Division. The list continues until all mentioned distributors are included. In a few cases it was difficult to distinguish between distributors having somewhat similar corporate names. These listings are not included in the tabulation. Although the questionnaire was limited to half-hour and quarter-hour films, it appeared that in some cases the listing of distributors may have been based on total package film purchases by the station. The list follows:

Ziv Television Programs Inc.
NBC Tv Film Division
CBS Television Film Sales
Guild Films Co. Inc.
United Television Programs
MCA Tv Ltd.
Motion Pictures for Television
Official Films Inc.
Screen Gems Inc.
Sterling Television Co. Inc.
Consolidated Television Sales
Television Programs of America
Modern Talking Picture Service Inc.
Hollywood Television Service Inc.
ABC
National Television Association
United Productions of America
The Tee Vee Co.
Tele-Pictures
National Telefilms

TIME DEVOTED PER WEEK BY TV STATIONS TO ½-HOUR AND ¼-HOUR FILMS

Hours on Air Per week	Half-hour Films (By % of Stations)				Quarter-hour Films (By % of Stations)			
	Under 2 Hrs.	2-5 Hrs.	5-10 Hrs.	Over 10 Hrs.	Under 2 Hrs.	2-5 Hrs.	5-10 Hrs.	Over 10 Hrs.
(Markets Under 250,000 Population)								
INTERCONNECTED								
Under 75 hours	...	42.9	42.9	14.2	40.0	40.0	20.0	...
Over 75 hours	...	20.0	60.0	20.0	80.0	20.0	...	...
(Markets 250,000 - 500,000 Population)								
Under 75 hours	...	22.2	77.8	...	89.9	11.1	...	...
Over 75 hours	12.5	25.0	62.5	...	42.8	28.6	14.3	14.3
(Markets 500,000 - 1,000,000 Population)								
Under 75 hours	...	100	...	...	100	...	...	...
Over 75 hours	9.1	18.2	27.3	45.4	70.0	20.0	10.0	...
(Markets Over 1,000,000 Population)								
Under 75 hours	100	...	...	...	100	...	...	...
Over 75 hours	3.6	25.0	35.7	35.7	57.7	38.5	...	3.8
(All Markets)								
NON-INTERCONNECTED								
Under 75 hours	6.3	31.3	34.3	28.1	44.4	29.6	22.2	3.8
Over 75 hours	...	16.7	83.3	...	66.6	16.7	16.7	...

Atlas Television Corp.
Vitapix Corp.
DuMont Tv Network
March of Time Television
Comprehensive Service Corp.
Arrow Productions
Bing Crosby Enterprises
Explorers Pictures Inc.
Film Vision Corp.
Allen A. Funt Productions
INS
PSI-TV
Republic Television Features
Walter Schwimmer Productions Inc.
Specialty Television Films Inc.
Station Distributors
Telefilm
Telenews Productions Inc.
Telescene Film Production Co.
Tel-Ray Productions
Tom Corradine & Associates
Tv Films Inc.
United World Films Inc.
Winik Films
VIP

PRICES PAID FOR PACKAGE FILMS BY TV STATIONS

(By % of Stations)

Size of Market	Top Price Paid for Half-hour Films				Top Price Paid for Quarter-hour Films			
	Under $100	$100-$250	$250-$500	Over $500	Under $25	$25-$50	$50-$100	Over $100
INTERCONNECTED								
Under 250,000	72.2	27.8	...	...	21.4	57.2	21.4	...
250,000-500,000	35.3	52.9	11.8	...	6.3	56.2	31.2	6.3
500,000-1,000,000	20.0	60.0	20.0	...	...	40.0	60.0	...
Over 1,000,000	8.7	26.1	30.4	34.8	...	17.6	35.3	47.1
NON-INTERCONNECTED								
All stations	73.0	27.0	...	...	21.2	60.6	15.2	3.0

HOW HALF-HOUR PACKAGE FILMS ARE SOLD TO ADVERTISERS

Size of Market	No. Commercial Breaks if Sold to One Advertiser (By % of Stations)				No. Commercial Breaks if Sold Participating (By % of Stations)			
INTERCONNECTED	1	2	3	4	1	2	3	4
Under 250,000	...	13.6	81.8	4.6	...	5.9	88.2	5.9
250,000-500,000	...	12.5	87.5	...	...	18.8	81.2	...
500,000-1,000,000	...	8.3	91.7	...	...	...	90.9	9.1
Over 1,000,000	...	7.4	92.6	...	...	4.3	60.9	34.8
NON-INTERCONNECTED								
All stations	...	10.5	89.5	...	...	9.1	87.9	3.0

LONGEST SPOTS USED AT ANY ONE STATION BREAK

(By % of Stations)

Size of Market	If Sold to One Advertiser				If Sold Participating			
	60 Sec. or less	1-2 Min.	2-3 Min.	Over 3 Min.	60 Sec. or less	1-2 Min.	2-3 Min.	Over 3-Min.
INTERCONNECTED								
Under 250,000	80.0	10.0	10.0	...	82.4	11.7	5.9	...
250,000-500,000	81.2	12.5	6.3	...	81.2	18.8	...	...
500,000-1,000,000	83.4	16.6	...	...	80.0	20.0	...	...
Over 1,000,000	61.5	26.9	3.8	7.8	75.0	12.5	...	12.5
NON-INTERCONNECTED								
All Stations	73.7	23.7	2.6	...	72.7	24.3	3.0	...

TOP NO. OF SPOTS USED AT ONE BREAK

(By % of Stations)

1	2	3	4
10.0	75.0	10.0	5.0
53.3	40.0	6.7	...
41.7	41.7	16.6	...
28.6	67.9	3.5	...
27.8	36.1	30.6	5.5

SOURCES OF ADVERTISING INCOME FROM HALF-HOUR AND QUARTER-HOUR PACKAGE FILMS

(Column headings indicate % total revenue from sponsorship of these films)

Size of Market	From Local Advertisers (By % of Stations)					From National Advertisers (By % of Stations)				
INTERCONNECTED	Under 10	10-25	25-50	50-75	75-100	Under 10	10-25	25-50	50-75	75-100
Under 250,000	5.0	10.0	5.0	40.0	40.0	6.7	13.3	20.0	40.0	20.0
250,000-500,000	6.3	...	25.0	31.2	37.5	6.6	26.7	33.4	26.7	6.6
500,000-1,000,000	...	...	50.0	25.0	25.0	...	27.3	9.1	36.3	27.3
Over 1,000,000	3.7	22.2	40.7	14.8	18.6	...	7.4	18.6	44.4	29.6
NON-INTERCONNECTED										
All stations	...	2.9	17.1	28.6	51.4	15.4	19.2	26.9	30.8	7.7

WHEN a bank wants to advertise, it has to be mighty careful that the proprieties are maintained. The National Bank of Commerce in Seattle found that a weekly film show gave it prestige and audience, and did both without huckstering.

FILMS FOR PRESTIGE

THE National Bank of Commerce in Seattle, with 42 branches throughout the State of Washington, has found an effective answer to the time-honored need for public relations on a "high" level.

It uses film and television to tell the story of the state. The combination has served to couple the banking industry's requirements for dignity and the sponsor's desire for viewer interest.

The results have been "sound and impressive," a spokesman for the bank says.

The bank is now in its fourth year of television operation, currently on KING-TV Seattle and KIMA-TV Yakima. Cole & Weber, Seattle, is the agency.

Starting with sponsorship of *The March of Time* on KING-TV in the spring of 1951, the bank soon felt the need for a dramatic documentary tailored to its own requirements. In the fall of that year, therefore, the bank sent Charles Herring, then KING-TV news editor, and a camera crew to Europe. They visited more than a dozen countries in 33 days, rushing the film back to the States as soon as it was shot. By Dec. 1, 1951, the footage was on the air on KING-TV—then the only television station in the Pacific Northwest—under the title *Overseas Report*. The films were later released as two 25-minute movies on 16mm, for group viewing.

When the 15-week European series concluded, it was succeeded by *Washington State Reporter*. Joe Raskie, Cinema Service, was cameraman, and Mr. Herring continued as narrator. The two toured the state, reporting little-known aspects of life on the farms, in the factories and elsewhere.

In the summer of 1953, after *Reporter* had been running more than a year, Messrs. Herring and Raskie spent six weeks in Alaska shooting film which was to become a 15-week series on KING-TV under the title *Washington State Reporter in Alaska*. With the bank's interest in foreign trade programs for the Northwest, the crew pictured such diverse activities as gold mining, fish canning, transportation, the tourist industry, shrimp fishing, farming, military bases and Alaska's future. "Chuck" Herring virtually wrote the shows as he shot them, Dave Titus, television director of Cole & Weber, says.

Series Ran in Alaska

In addition to KING-TV, the Alaska series ran on KTVA (TV) Anchorage, and later was released to 16mm theatres in Alaska, as well as schools, theatres, service clubs and similar audiences in Washington. For this purpose, the bank's commercials were deleted and only a mild identification substituted at the close.

The present tv program of the National Bank of Commerce, since Jan. 11, 1954, is a resumption of the *Washington State Reporter*—"our 1954 chronicle of people, places and events." When Mr. Herring left the station to join CBS-TV in Hollywood [B•T, March 8], Richard Ross, KING-TV news editor, took over the narration.

The current series again ranges over the state, covering such subjects as the workings of the Federal Reserve Bank and the last day at home of Bobo, the gorilla who recently was presented to Seattle's zoo.

As tv director for the agency, Mr. Titus puts in about half of his time on the bank series. Noel Johnson, advertising director of the National Bank of Commerce, has a large hand in planning the programs, as do Raskie and Al Amundsen of Cinema Service. Victor Collin is Cole & Weber's account executive for the bank.

On the theory that "there's no use putting film in the vault—we put it to work," the *Reporter* programs are edited, after broadcast on KING-TV and KIMA-TV, into 25-minute composites which receive extensive showing before school children, service clubs and similar groups.

Basic purpose of the programs, as described by the agency, is "to bring the big marble-hall bank down to shirtsleeve level." The sponsor has found considerable local interest in every area the camera crew visits. New television stations request prints of the film, without commercials, for use as feature material. Among other results, the series is stimulating the complete understanding and cooperation of branch managers of the bank throughout Washington. The agency believes that every tv set owner in Seattle is familiar with the series.

The program is off the beaten path as bank promotion and—for a bank, at least—somewhat expensive and time-consuming. The agency gives extensive credit to Andrew Price, chairman of the board, who, they say, had the imagination and the willingness to go at it. His judgment is paying off.

JOE RASKIE, owner of Cinema Service, Seattle, has been the cameraman on *Washington State Reporter* since the inception of the series in 1952.

THE team which produces *Washington State Reporter*, sponsored by the National Bank of Commerce, Seattle, Wash. Shown here are (l to r): Al Amundsen, writer-director; Noel Johnson, advertising director, National Bank of Commerce, and Dave Titus, television director, Cole & Weber, agency for the bank. Fourth member of the team is Joe Raskie, pictured separately on this page.

SUBJECT:
"TV's most distinguished dramatic quarter-hour film series."

TITLE:
GREAT AMERICANS

EPISODES:
Twenty-six

DESCRIPTION:
Dramatic portrayals of highlights in the lives of 26 great Americans and their contribution to our American Heritage.

SALES APPEAL:
An ideal vehicle for banks, insurance companies, public utilities and other particular advertisers satisfied with nothing but the best in prestige result-getting TV shows.

RATE:
50% of each station's one time national Class "A" published rate per film per showing. (commissionable to accredited advertising agencies.)

AUDITION PRINTS:
Yours for the asking.

APS "the library that pays for itself"
Associated Program Service
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

The Playhouse: prize "package" at a down-to-earth price!

THE PLAYHOUSE is 52 star-studded dramas from the second "Schlitz Playhouse of Stars" series . . . first-run in over 150 markets (second-run in all others) . . . which you can call your own at a *fraction* of their original cost.

Strictly top-drawer stars like Broderick Crawford, Vincent Price, Ann Sheridan, Ronald Reagan, Edward Arnold, Joan Caulfield, among others. Scripts, too, are topnotch, include famous tales by such writers as F. Scott Fitzgerald and Somerset Maugham.

You couldn't duplicate this array of talent for many times the price. And think of the promotions you can build around names like these! Reserve the market you want . . . call one of these offices right away.

ABC FILM SYNDICATION, INC.

In NEW YORK: Don L. Kearney, 7 W. 66th Street, SU 7-5000
In CHICAGO: John Burns, 20 North Wacker Drive, ANdover 3-0800
In HOLLYWOOD: Bill Clark, 1539 North Vine Street, HOllywood 2-3141

ZIV's NEW TV CHAMPION

"Mr. DISTRICT ATTORNEY"

THE BEHIND-THE-SCENES DRAMA OF OUR LAW ENFORCERS

Hurry! ALREADY SOLD IN 99 MARKETS!

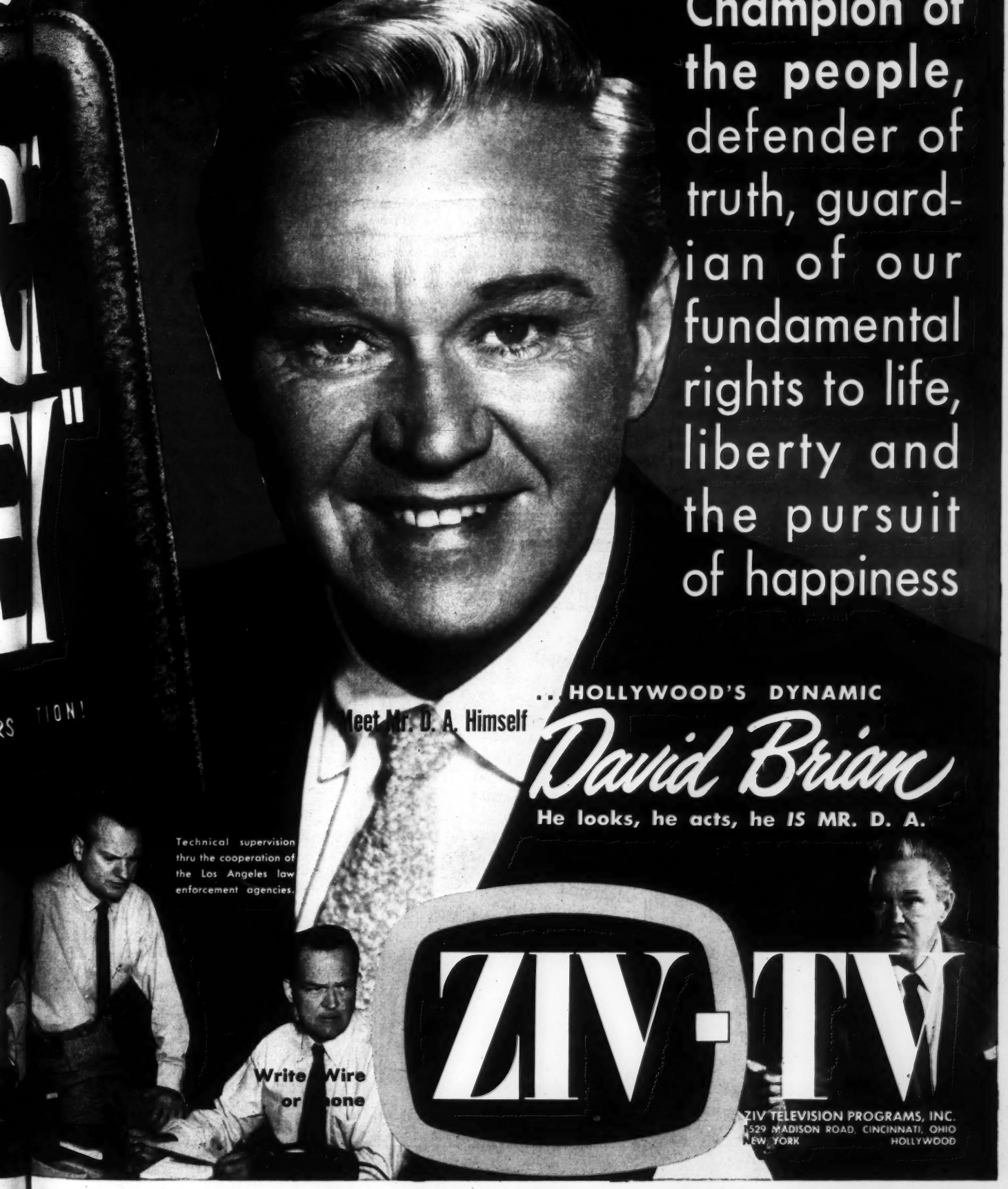
52 weeks firm in NEW YORK, PHILADELPHIA, CHICAGO, SAN FRANCISCO, DETROIT, LOS ANGELES, MINNEAPOLIS, CLEVELAND, SEATTLE, HOUSTON, KANSAS CITY, MIAMI, BOSTON, WASHINGTON and many others!

Hurry! A quick decision may hold your market!

THE INSPIRED NEW SERIES THAT OUTSHINES THEM ALL FOR DRAMA, ACTION, REALISM!

Inside a real INTERROGATION ROOM
Inside a real SHOW-UP ROOM
Inside a real COURTROOM
Inside a real CRIME-LAB

...R SALES-MINDED ADVERTISERS!



Champion of the people, defender of truth, guardian of our fundamental rights to life, liberty and the pursuit of happiness

...HOLLYWOOD'S DYNAMIC

Meet Mr. D. A. Himself

David Brian

He looks, he acts, he *IS* MR. D. A.

Technical supervision thru the cooperation of the Los Angeles law enforcement agencies.

Write Wire or Phone

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

in midland, texas —

FILMS BUILD SALES AND SET COUNT

THE success that KMID-TV Midland, Tex., has had with syndicated shows proves a strong point for those telecasters who believe that you can program a tv station excellently with film. Last week, the 64th film sponsor was signed at KMID establishing what the station staff thinks is a national record.

WHEN KMID-TV Midland, Tex., went on the air last December it was faced with a problem familiar in television—getting good programs so that people in a new tv market would buy television sets. Networks are hesitant about showing their programs in markets where the set count has not been built up, and set count, KMID quickly discovered, rises proportionately with the quality of programming an outlet telecasts.

This was the dilemma faced by S. A. Grayson, general manager of KMID, and his staff when the station began operation on a 42-hour a week basis. Of that total number, only one hour per week carried network material. "We knew very well that it would take us entirely too long to build up a decent set count unless we gave the public good reason for buying sets," Mr. Grayson recalls. The obvious solution, he believed, was syndicated film shows, properly merchandised, promoted and enthusiastically sold. The fact that in four months time receiver count in the KMID area has risen from 500 to over 32,000 sets gives unquestionable support to Mr. Grayson's decision to concentrate on film programs. Today 64 syndicated shows are carried weekly on KMID. Of that total, 58 are sponsored by local business. "We think that's probably a national record," Mr. Grayson said.

The KMID sales campaign started immediately after the film plan was adopted. Mr. Grayson and his four salesmen, armed with brochures and audition prints, began to contact local firms who were potential advertisers. Along with selling a show itself, the KMID sales campaign stressed the great merchandising possibilities that syndicated film offered.

"We threw out the old theory that movies are just spot carriers," Mr. Grayson said. Illustrating his point, he explained that westerns carried on KMID are sponsored in their entirety by the local Piggly-Wiggly Super Markets. The food chain's show is titled *Two-Gun Playhouse*. As a merchandising tie-in, every day Piggly-Wiggly stores have "Two-Gun" specials. The IDs of the program picture a pig dressed in western garb toting two guns. "Right now," Mr. Grayson said, "Piggly-Wiggly is giving away a toy set of guns every day to the youngster who writes the best letter as to why his mother shops at Piggly-Wiggly."

The acceptance of the film plan on KMID by sponsors has been most gratifying. Pearl Beer, which sponsors *Wrestling from Chicago* every Monday night, has enjoyed a sales increase of 65% since it bought the show on KMID. The station has actively merchandised the beer, placing 1,000 placards in every tavern and grocery store in the area calling attention to Pearl's tv show. Canada Dry, which sponsors *Annie Oakley* once a week on KMID, was selling only Canada Dry mixer last year. Now Canada Dry ginger ale is being sold all over the area for the first time.

The film formula at KMID has caught on with the audience as well as the sponsor. Tv sets, according to the Television Dealers' Assn., are now sold in the KMID market at a rate of 1,500 a week. The sole reason why set sales are so high, Mr. Grayson contends, is that KMID offers shows that are worth watching. Aside from film features, KMID now carries shows from the four tv networks to fill out its program schedule. "I believe that schedule now is as solid and entertaining as our viewers would want," Mr. Grayson said. "We've all learned one thing here. With a powerful local sales effort, by all means you can program a television station excellently with film."

Advance Schedule Of Network Color Shows

CBS-TV

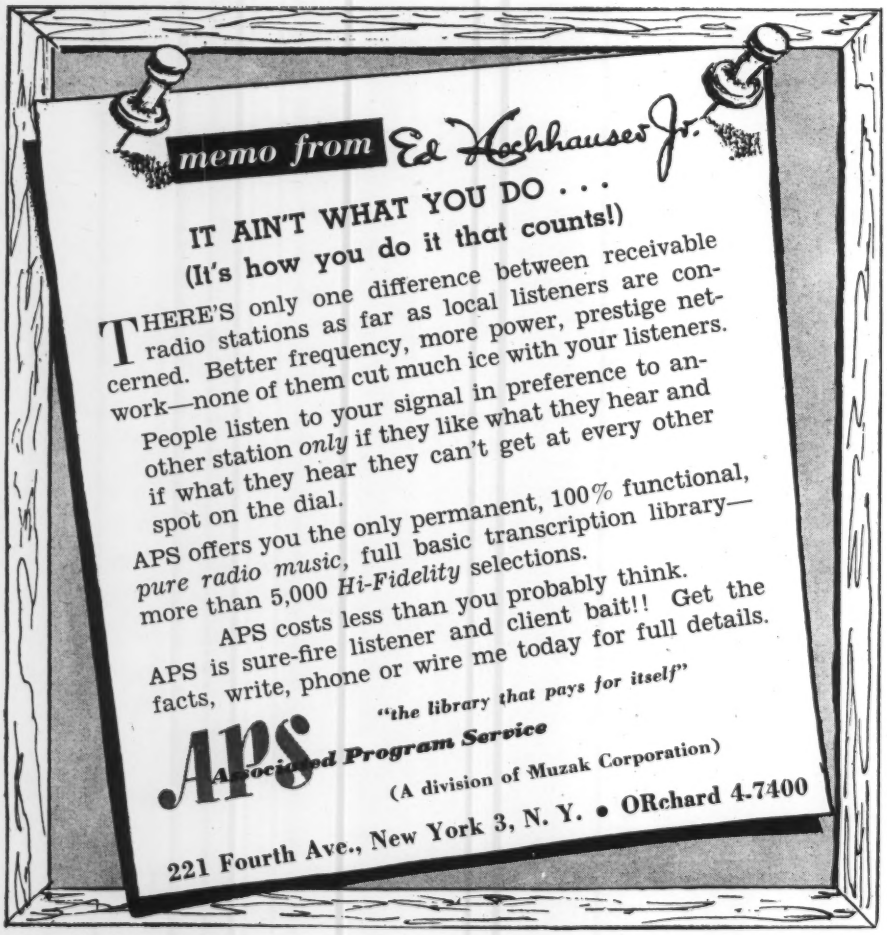
The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

May 17-20: *Ding Dong School,* 10-10:30 a.m. EDT, Monday-Friday (General Mills through Tatham-Laird, Chicago; Gerber Products through D'Arcy Adv., N. Y.)

May 20: *Martin Kane,* 10-10:30 p.m. EDT, Thursday (U. S. Tobacco Co. through Kudner Agency, N. Y.).

[Note: This schedule will be corrected to press time of each issue of B•T]


memo from Ed Hochhauser Jr.
IT AIN'T WHAT YOU DO . . .
(It's how you do it that counts!)
THERE'S only one difference between receivable radio stations as far as local listeners are concerned. Better frequency, more power, prestige network—none of them cut much ice with your listeners. People listen to your signal in preference to another station only if they like what they hear and if what they hear they can't get at every other spot on the dial.
APS offers you the only permanent, 100% functional, pure radio music, full basic transcription library—more than 5,000 Hi-Fidelity selections.
APS costs less than you probably think.
APS is sure-fire listener and client bait!! Get the facts, write, phone or wire me today for full details.
"the library that pays for itself"
APS Associated Program Service
(A division of Muzak Corporation)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Tower designed to take wave guide that feeds UHF antenna of WROW-TV

To operate on channel 41 at 269,000 watts, WROW-TV, Albany, New York, needed a wave guide to feed their UHF-TV antenna. And this required a special design tower to take the wave guide.

The result was a triangular Blaw-Knox Type TG-3 Tower as the basic design. Plus a number of major modifications to provide for the 7½″ x 15″ wave guide inside the tower. An inside climbing ladder permits easy inspection and maintenance of the wave guide for its entire length.

The tower has a number of features which enable it to carry heavy loads and yet withstand tremendous wind pressures. For instance, double laced structural angle bracing provides extra strong, rigid construction . . . pivoted or articulated base avoids excessive bending stresses . . . factory pre-stressed guys are proof tested to a load greater than ever required in service . . . and hot-dip galvanized coating protects against all weather conditions.

This 700 foot tower for WROW-TV is another typical illustration of the flexibility of Blaw-Knox design and construction which is readily available to you.

For further information on the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

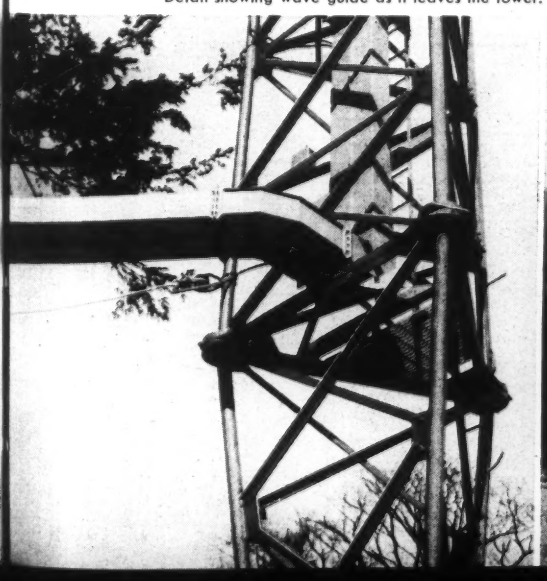
BLAW-KNOX

ANTENNA TOWERS

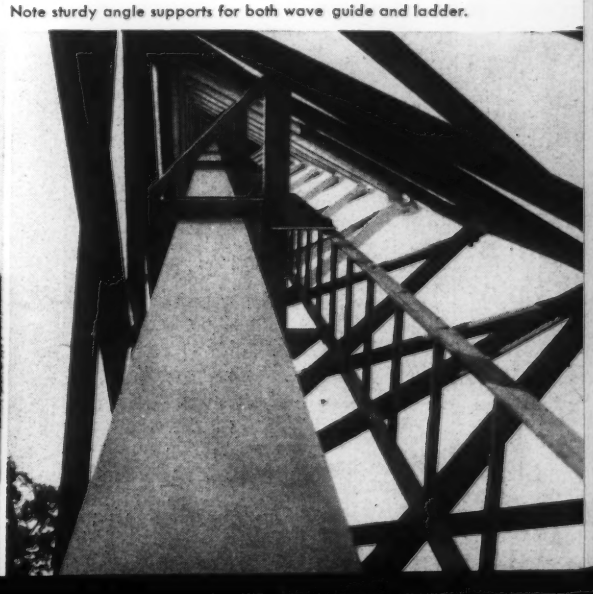
Guyed and self-supporting—for AM • FM • TV • microwave • communications • radar

Distributed by GraybaR

Detail showing wave guide as it leaves the tower.



Note sturdy angle supports for both wave guide and ladder.



COMPARATIVE NETWORK TV SHOWSHEET

©1954 by Broadcasting Publications, Inc.

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		The American Week S		Revere Meet the Press alt. Sundays Pan Amer. L
6:15			Co-op Night Editor	
6:30	Jane Pickens Show	Electric Companies Alt. Wks. Prudential Ins. Co. You Are There	Benrus Watch Co. Meet Your Congress	Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Johnson Wax Life with Father	*Author Meets the Critics*	P&G Winchell-Mahoney L
7:15				
7:30	NOW	Am. Tobacco Private Secretary F Jack Benny 5/2, 23		Reynolds Mr. Peepers L
7:45				
8:00	Co-op The Mask	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L
8:15				
8:30				
8:45				
9:00	Gruen-Am. Safety Razor Corp. W. Winchell	Gen. Elect. Fred Waring 5/9, 30 L, G. E. Theatre 5/2, 16, 23	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Packard Dealers Present Martha Wright			
9:30		Bristol Myers Man Behind the Badge L	Larus & Bro. Co. Plainclothes Man	
9:45	Hazel Bishop Dr. I.Q.			
10:00	Dodge Break the Bank	P. Lorillard The Web L	*Twenty Questions*	P&G Loretta Young Show F
10:15		Jules Montenier alt. wks. Remington Rand What's My Line L		
10:30				Man Against Crime R. J. Reynolds F
10:45		Norwich Sunday News Spec.		
11:00				
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	John Daly-News		Co-op Marge & Jeff	Tony Martin Show Toni Co. L
7:30	Duffy-Mott (alt. wks.) Jamie	GM-Oldsmobile News L		Camel News Caravan L
7:45		Chesterfield Perry Como		
8:00	Derby Foods Sky King	Carnation Burns & Allen (alt.) L Goodrich	Mogen David Wine Corp. Dollar A Second	Block Drug Co. Speidel Corp. (Alt. Wks.) Name That Tune L
8:15				
8:30	Who's the Boss	Lever-Lipton Godfrey's Talent Scouts L		Firestone Voice of Firestone L
8:45				
9:00	*Junior Press Conference* S	Philip Morris I Love Lucy F	Co-op Monday Night Fights Chris. Schenkel	RCA Victor Show (Dennis Day) L
9:15				
9:30	Boxing From Eastern Parkway Eff. 5/17/54	Gen. Foods Instant Maxwell Coffee L Red Buttons Show		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00				
10:15		Westing-house Studio One L		Co-op Who Said That L
10:30			*Ringside Interviews*	
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	ReaLemon-News J.Daly		Co-op Marge & Jeff	
7:30	duPont Cavalcade of America	American Tobacco News L		Dinah Shore Show Chevrolet L
7:45		Gold Seal Jo Stafford		Camel News Caravan L
8:00	The Mask	Wrigley Gene Autry Show F	Vitamin Corp. of America The Goldbergs	Buick, Berle Show (2 of 3 weeks) (8-9)
8:15				
8:30		Pharmaceuticals, Inc. Red Skelton L	Love Story	Gen. Fds. [Hope Show] (3d week) (8-9)
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	O-Cedar Corp. alt. wks. Carter Prod. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. with Motorola Tv Hour	Electric Auto-Lite Suspense L		Armstrong Circle Theatre 9/1 L
9:45		Nash-Kelvinator alt. wks. Block Drug Danger L		
10:00				Truth or Consequences P. Lorillard L
10:15	American Chicle Swanson (alt. wks.) The Name's The Same L			
10:30		Alcoa See It Now L		
10:45				Mr. & Mrs. North Revlon & Congoleum Nairn L
11:00				
11:15 PM				

WED

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	
7:15	John Daly-News
7:30	Sterling Drug Mark Saber
7:45	
8:00	
8:15	The Mask
8:30	
8:45	
9:00	*The Big Picture*
9:15	
9:30	
9:45	
10:00	*Wrestling from Rainbo* L
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15		*Lamp unto My Feet* S		
10:30				
10:45		*Look Up and Live* S		
11:00				
11:15				
11:30				
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45		Quaker Oats Contest Carnival L		
1:00	Answers for Americans			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Breakfast Club Philco Corp. (M., W. & F.)	The Morning Show M-F 7-9 a.m. Various Sponsors		
9:15				
9:30				General Mills, Fri. Ding Dong School L Thursdays: Gerber Prods.
9:45		Arthur Godfrey See footnote for time		
10:00				
10:15		*Jack Paar Show* Fri. 10-11 a.m. S		One Man's Family F
10:30				
10:45		*I'll Buy That* Fri. 11-11:30 p.m. S		3 Steps to Heaven P&G L
11:00				
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		Home L
11:30				
11:45	Army-McCarthy Hearings	Gen. Mills (MWF) Valiant Lady Toni. (Tu&Th)		Jergens Bride & Groom L
12:00 N		Amer. Home All Products Love of Life		Hawkins Falls L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light (M-F)		Betty White Show L
12:45		P&G M-F Brighter Day Gen. Fds. Portia Faces Life		
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Animal Time			
10:45				
11:00	Ralston-Purina alt. with Nestle Co. Space Patrol	*Winky Dink and You* S	11-11:30 Tom Corbett Space Cadet Int'l Shoe Co. (Alt.) with Secret Files of Capt. Video	
11:15				
11:30		Rod Brown, Rocket Ranger S		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

SAT

1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	Elmer
3:45	At L
4:00	
4:15	Roller
4:30	
4:45	
5:00	Kuku Super (S-S)
5:15	
5:30	Mans (S-S)
5:45 PM	

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM			Co-op Capt. Video	
6:15			Co-op Marge & Jeff	
6:30	ReaLemon-News J.Daly	American Tobacco News 7:30-7:45 pm		Dinah Shore Show Chevrolet L
6:45	General Mills Lone Ranger F	GE Jane Froman		Camel News Caravan L
7:00	Talent Patrol	Gen. Elec. Meet Mr. McNutley F	DuMont Labs What's the Story	DeSoto-Plymouth Groucho Marx F
7:15	Sherwin-Williams Pall Mall Ray Bolger Show	Singer Sewing Machine alt. wks. Parker Pen 4 Star Playhouse F	Tide Water Associated Oil Broadway to Hollywood	Borden Justice L
7:30	Open Hearing	Lever Lux Video Theatre L	Johns Hopkins Science Review	Chesterfield Dragnet F
7:45	Kraft Foods Kraft TV Theatre	Lever Rinso Big Town F		Ford Theatre F
8:00		Philip Morris Public Defender L		U.S Tobacco Martin Kane
8:15		Carter Prod. alt. Toni, Inc. Place the Face L		
8:30				
8:45				
9:00				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM			Co-op Capt. Video	
6:15			Co-op Marge & Jeff	
6:30	News John Daly			Coca-Cola Eddie Fisher
6:45	General Mills Paper-Mate Co. (alt. wks.) Stu Erwin F	GM-Oldsmobile News		Camel News Caravan L
7:00	Lambert Hotpoint (alt.) Ozzie & Harriet F	Chesterfield Perry Como		Dave Garroway Show Pontiac Dealers L
7:15	Pepsi Cola Playhouse	Gen. Foods Baker's Food Prod. Mama L		Gulf Life of Riley 9/18 F
7:30	Armour Bristol-Myers Paul Hartman Show	R. J. Reynolds Topper F		Simoniz & Amer. C&C Big Story L & F
7:45	Who's the Boss	Schlitz Playhouse of Stars F	Serutan Co. Life Begins at Eighty	Campbell Soundstage S
8:00	Focus	General Foods Sanka Our Miss Brooks F		Gillette Fights 9/11 L
8:15		Brown & Williamson My Friend Irma L	P. Lorillard Chance of Lifetime	
8:30		American Oil Hamm Brewing Person to Person L	Amer. Chicle DuMont Labs Col. Humphrey Flack	Chesebrough Greatest Fights F
8:45		Longines Chronoscope		
9:00				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15		TBA		Mr. Wizzard F
6:30	Dotty Mack	Sylvania Beat The Clock L		Sunbeam Ethel & Albert L
6:45	Enterprise USA	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show L		Your Lucky Stars L
7:00	Greatest Sports Thrills	P. Lorillard Two for the Money L		Pet Milk Original Amateur Hour L
7:15	Bayuk Cigar Saturday Night Fights L	Int'l Silver Alt. Wks. Simmons My Favorite Husband L		
7:30	Fight Talk	Chrysler Plymouth Div. That's My Boy L		Your Show of Shows L and Martha Raye Show (1 out of 4) L
7:45	On Guard			
8:00			Co-op Wrestling from Chicago	
8:15				
8:30				Lucky Strike & Crosley Your Hit Parade L
8:45				
9:00			11:05 Boyle-Midway Sports Showcase	
9:15			11:20 Wrestling Resumes	
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SUNDAY

	CBS	DuMONT	NBC
12:00 Noon			Religious Hour Frontiers of Faith L
12:15			
12:30			No Network Service
12:45			
1:00			
1:15			
1:30			
1:45			
2:00			American Forum of the Air L
2:15			
2:30			Quaker Oats Zoo Parade L
2:45			
3:00			Hallmark Hall of Fame (5-6 p.m. 1 out of 4) L
3:15			
3:30			Kukla, Fran & Ollie (5:30-6 p.m. 3 out of 4)
3:45			
4:00			
4:15			
4:30			
4:45			
5:00			
5:15			
5:30			
5:45			
6:00 PM			

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
12:00 Noon		Garry Moore Show (See footnote)		
12:15				
12:30		Campbell Soup Double or Nothing M-W-F		
12:45				
1:00		Art Linkletter's House Party (See Footnote) 2:30-3 pm		
1:15				
1:30				
1:45		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Co-op Paul Dixon Show	Kate Smith Hour 9/21 L
2:00				
2:15		Bob Crosby (See footnotes)		
2:30				
2:45		*Woman with a Past* S		P&G Welcome Travelers 9/21 L
3:00		The Secret Storm Am. H. Prod 4-4:15 M-W-F Sus. Tu. Th		P&G On Your Account 9/21 L
3:15		*Robert Q. Lewis* 4:30-5 p.m. S		
3:30		Best Foods St. 5/5 Wed. 4:45 5p.m		*Pinky Lee Show* L
3:45		Gen. Mills Barker Bill's Cartoons W & F 5-5:15 p.m.		
4:00				Howdy Doody
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45				
6:00 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
12:00 Noon				
12:15		*What in the World* S		
12:30	The Dizzy Dean Show Falstaff and Co-op Baseball Game of the Week			
12:45				
1:00				
1:15				
1:30				
1:45				
2:00				
2:15				
2:30				
2:45		Racing Jamaica S		
3:00				
3:15				
3:30		Wrestling S		
3:45				
4:00		Sat. 5:30-6 Gillette Preakness 5/22 only		
4:15				
4:30		Sat. 5:15-45 Gillette Kentucky Derby Mayon 5/1 only		*N. Y. Times Youth Forum*
4:45				
5:00				
5:15				
5:30				
5:45				
6:00 PM				

Explanation: Programs in italics, sustaining. Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Kate Smith Hour" 3-4 p.m. EST Alt. Mon. 3:45-4:00 p.m. Corn Products Refining Co.; Tues. 3:45-4:00 p.m. Dow Chemical Co.; Wed. 3:15-4:00 American Hair & Felt Co., Parker Brothers, Inc., The Borden Co., Gerber Products Co.; Thurs. 3:15-4:00 Ludens Inc., Doeskin Products Inc., Simoniz Co., also S.O.S. Co., Bymart-Tintair Inc., Consolidated Cosmetics.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

Sat. 9-10:30 p.m., EST "Your Show of Shows" and "The Martha Raye Show", Alt. Sat. 9:00-9:30 p.m., Armour & Co.; 9:00-9:30 p.m., RCA and participating sponsors, Adolph's Ltd., S.O.S. Co., Benrus Watch Co., Griffin Manufacturing Co., Inc., Cat's Paw Rubber Co. Inc., International Silver Co., Lewis Howe Co., Whitehall Pharmacal Co., Johnson & Johnson, Bristol-Myers Co., Dow Chemical Co.

CBS—M.-Th. Arthur Godfrey Time 10-10:15 a.m. M. & W. Minnesota Mining & Mfg. Co. Tu. & Th. Kellogg.
10:15-10:30 Knomark alt. days with Kleenex Mon.-Thurs.
10:30-45 M. & W. Snowcrop—Frigidaire, Tu. & Th.
10:45-11 p.m. M. & W. Star-Kist Tuna, Tu. & Th. Toni Co.
11-11:15 M. & W. Lever Bros. Tu. & Th. Nat'l Biscuit.
11:15-11:30 M.-Th. Pillsbury Mills Inc.
House Party
2:30-45 p.m., Tu. & Th.—Kellogg
2:30-45 p.m., M., W., Fri.—Lever
2:45-3 p.m., M.-Th., Pillsbury; Fri.—Green Giant
Garry Moore 1:30-45 p.m. M. Pacific Mills alt. Masland, Tu. Yardley (st 4/6), Wed. Swift, Th. Swift, F. Converted Rice; 1:45-2 p.m. M. Hoover alt. Corn Prod., Tu. Pillsbury, W. Best Foods, Th. Norge, F. Mystik Tape; 2-2:15 p.m. Tu. Bristol Myers, Th. Seeman Br.; 2:15-30 p.m. Tu. Economics Labs Inc., Th. Kellogg.
Bob Crosby 3:30-45 p.m., Tue—Calgon, Thu—Tappan. Fri.—Englander; 3:45-4 p.m., Tu. & Th. -Am. Dairy, Wed. & Fri.—General Mills

DUMONT—11:30 a.m. noon, Sat.—Alt. with "Secret Files of Capt. Video"

BROADCASTING TELECASTING

May 10, 1954

OUR TELEVISION—
"PARADE OF PROGRESS"

PROGRAM FEATURES WRITTEN AND FILMED OF
YOUR COMMUNITY
WITH SOUVENIR
PICTURE ALBUMS
TO VIEWERS,
ARE THE BEST POSSIBLE
PROMOTION,
AND PRODUCE
THOUSANDS OF DOLLARS
in
REVENUE

WE HAVE ORIGINATED AND SOLD more Special Features for more Radio and TV Stations, in more cities in the United States and Canada, since 1931, than any similar organization.

WRITE FOR PROOF, REFERENCES, and COMPLETE DETAILS:—

Merle V. Watson—Edgar L. Bill

Merle V. Watson Inc.

411 Avalon Place, Peoria, Illinois Telephone 26230

Brand New

List Price $54.00

Special Professional Price $37.80

"On the Air" Timer

Designed especially for Radio and TV!
Tells you exactly how much air time remains—in a single glance!
NOW—keep your mind on your program and not on the clock! Now, know whether to "stretch it out" or "wind it up" with split-second accuracy—and without distracting calculations!

- SYNCHRONIZED HANDS can be set for any combination of minutes and seconds on easy-to-read black and red reverse dials. STANDARD OUTER DIAL PERMITS USE AS CONVENTIONAL STOP WATCH!
- STOP AND GO ACTION: Invaluable at rehearsals; can be started and stopped at "times out," always tells you how much time left.

From the Makers of the Famous Minerva Stopwatch!

We are headquarters for
STOP-WATCH REPAIRS and SERVICING
All makes; prompt service
New Color Catalog Now Ready—Write Today

M. DUCOMMUN COMPANY
Specialists in Timing Instruments
580 Fifth Avenue, New York 38 • PLaza 7-2540

Trump Card in Television:

Local News on Film

A compact, economical film department that focuses attention on local happenings is proving the key to a highly successful tv station operation at WTRI (TV) Albany, N. Y. Here's what a two-man news team, a camera and a specially modified jeep can do on local news coverage.

AN INEXPENSIVE film unit concentrating on coverage of local news is being turned into an ever increasing money-making and audience-making proposition at WTRI (TV) Albany, N. Y. The station, which began operation on uhf ch. 35 in February, made its debut in what was already an established and competitive tv market. WRGB (TV) Schenectady, on vhf ch. 6, had been a television pioneer in the area since 1939. In the uhf picture were WROW-TV Albany, telecasting since October 1953 and WMGT (TV) Adams, Mass., which got underway shortly before WTRI went on the air.

Film Answers Problem

The main problem facing the new outlet was finding a way to move to the tv forefront quickly. Dick Wheeler, WTRI general manager, and Paul Jacobson, assistant general manager, in evaluating the strong points of the opposition, felt the greatest lack in the market was in the coverage of local news events. Programming local news on film seemed a logical and relatively inexpensive way to meet the competition and at the same time build shows with sponsor attraction.

The first step in setting up a local news department was locating a "key" man. Fortunately for WTRI, the "key" man, Bill Hartigan, walked into the station one day looking for a job and was hired as head of the film department. Mr. Hartigan had just returned from an 11-month assignment in Korea for CBS Television, where he had been a news photographer. Hud Stevens, an announcer at WTRY Troy, N. Y., moved over to WTRI to become the commentary half of the news team.

Plans for purchasing equipment for the news department immediately got underway: WTRI bought a Cine-Voice Auricon 16mm sound-on-film camera specially modified to hold 400 feet of film. This allows for 10 minutes of uninterrupted filming time. A Zoomar lens was also purchased to give variety and pace to all filming operations. The mobility of WTRI's news unit is dependent on a jeep which has been modified for film use. It contains a power unit which eliminates dependence upon wires, outlets and fuses. In addition, the hood of the jeep has been reinforced and brackets have been attached to hold the camera for mobile coverage of special events. WTRI installed complete film and slide developing facilities to be certain of rapid processing of news film. Mr. Hartigan estimates that WTRI's investment in film equipment is about $6,000.

Formula Put to Test

In February, when WTRI went on the air, the theory that emphasis on local news would bring the station speedy recognition was put to the test. The primary news program was set at 6:45 p.m. Monday through Friday. WTRI offered the show on the promise of delivering one local news film feature nightly. The show was picked up on a 52-week basis by the local Ford dealers before the station went on the air. It has been so successful, WRTI reports, that it is scheduled to be telecast Saturday evening as well under its present sponsorship.

Each day an event of local interest is recorded on film for presentation the same day. After the footage has been filmed it is processed in a temporary lab set up in WRTI's Albany office. At present, film processing is handled in a small tank with drying done on a special dryer designed by Mr. Hartigan. Because sufficient control is not maintained in this sort of hand oper-

Hud Stevens Interviews Albany's Mayor Corning

ation, the station has ordered an automatic processing machine that will turn out 600 feet of positive film and 180 feet of negative film per hour.

It takes an hour from the time the film is brought in until it is ready to be telecast. A rough print of the story is viewed by Mr. Stevens and film editor Mario Svacina for briefing by Mr. Hartigan. Finally the film is edited following the recommendations of Messrs. Stevens and Hartigan who comprise the news team. The final print is screened again. Captions are written by Mr. Hartigan followed by a final check with Mr. Stevens before air time.

Shows Vary

The show that viewers see may be of the spot news variety or a feature film. In the latter category, *Ford News* recently telecast a feature filmed in cooperation with the U. S. Air Force. Mr. Hartigan accompanied a jet interceptor mission on its way to destroy a mythical B-29 carrying an atom bomb. The event was filmed from its original ground operation at Stewart Air Force Base, Newburgh, N. Y., right through to the mission in action.

The station claims, too, that a new departure in bank advertising locally was developed because of WTRI's film unit. The City & County Savings Bank of Albany approached WTRI with the idea of filming the city's annual St. Patrick's Day parade highlights for a special post-telecast. This was done to determine the feasibility of developing a series of post-telecast events of various community affairs via film coverage. The parade telecast had such an enthusiastic reception that the bank has contracted with WTRI to bring two more similar events to local viewers.

Film coverage figures heavily, too, in the sports programming plans of WTRI's sports director Steve Davis. The evening commentary show, *Sports Final,* utilizes local news film stories. Professional baseball in the area is usually played at night and players are therefore unavailable for "live" interviews. Other events such as winter activities at Lake Placid will also get sports coverage. Another program in which film plays a major role on WTRI is *Tee Off With the Capital District Pros,* films of the golf pro in action on his home course.

In figuring the cost of the film operation at WTRI, the station at present is charging the cost of operating the department to any specific program. The outlet plans an analysis of film costs after a six-month period when the specific costs will be written off individual programs.

Coverage Costs

On special events coverage, the station estimates the complete film cost from shooting to final print is approximately $200 per half hour. When comparing this cost with that of a live remote telecast which could range as high as $1,000 for the same type coverage, the station feels it has succeeded in bringing remote telecasting within the range of the average sponsor.

In the overall film operation WTRI stays in close touch with all possible news sources. The lab is equipped with short wave radio for police, fire and ambulance calls. This, Mr. Hartigan feels, is a "must" in efficient news film work. He also points out that the station's success to date with its on-the-spot news formula can be traced largely to compact, economical operation and experienced personnel.

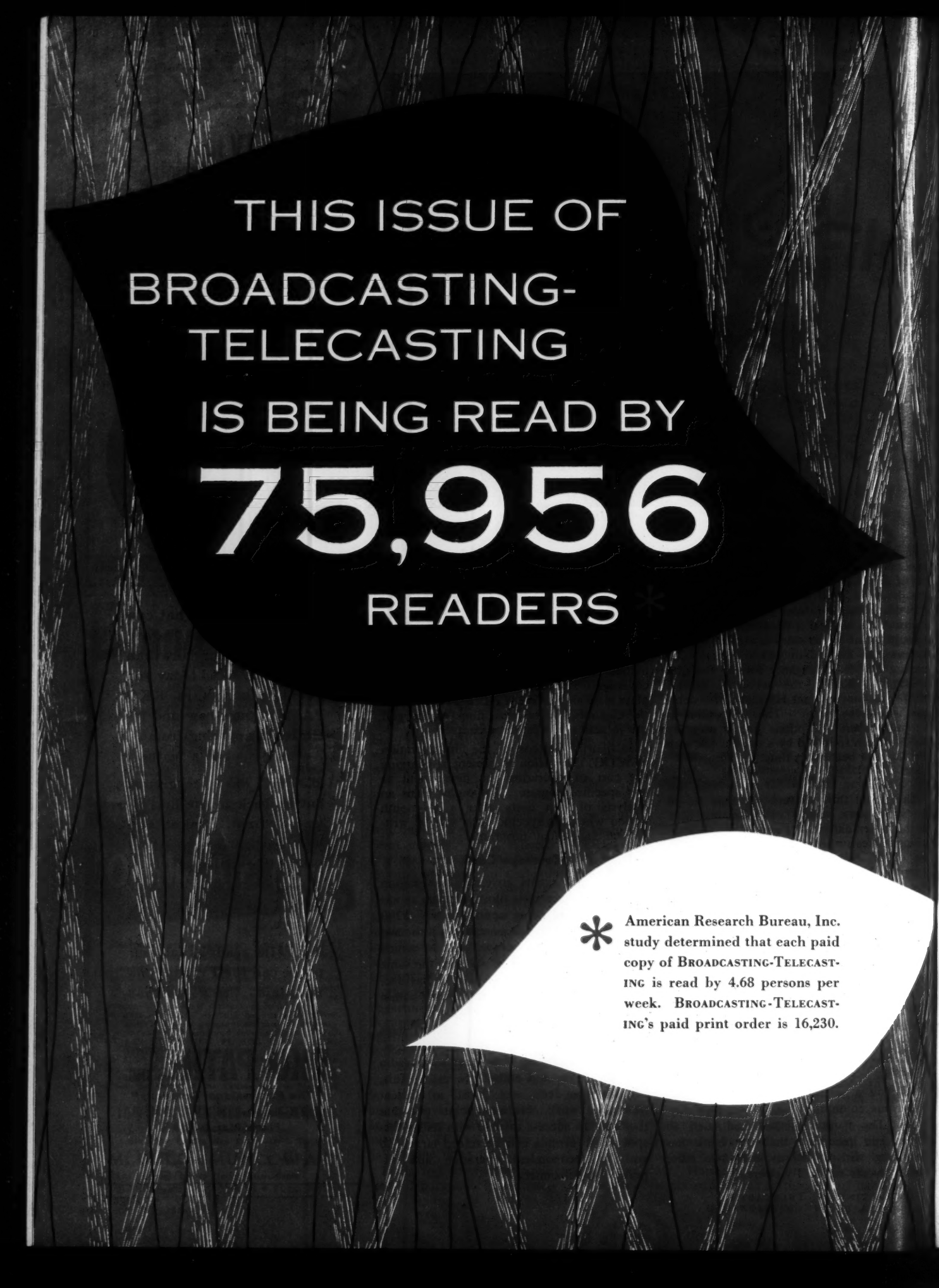
IN THE BEST TV film commercials
...there's VIDEO
...there's AUDIO
...and there's the PLUS value that RKO PATHE professionals add!

RKO PATHE knows what can be done with film. They've been learning for more than 31 years.... And today you get the bonus in RKO PATHE know-how and facilities in anything from an 8-second spot to a feature!

RKO PATHE has a background dating back to the first silent pictures...and an outlook born of success that meets the challenge of today's fast-moving and rapidly changing advertising picture.

RKO PATHE ready ... at your phone call for TV film commercials ... *to do the job right.*

RKO PATHE, INC.
"The Professional Company"
625 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3600


THIS ISSUE OF
BROADCASTING-
TELECASTING
IS BEING READ BY
75,956
READERS
* American Research Bureau, Inc. study determined that each paid copy of BROADCASTING-TELECASTING is read by 4.68 persons per week. BROADCASTING-TELECASTING's paid print order is 16,230.

Railroads Offer Catalog Of Free Industry Pictures

CATALOG of photographs to illustrate programs about railway topics, designed to help tv producers, artists and others, has been issued by the Assn. of American Railroads. It is titled "Railroad Photos—Old and New," and presents in miniature over 150 samples from the 15,000 photos in the AAR files. Glossy prints are made available free of charge for professional use.

All types of operations are depicted, including trains, locomotives and cars, tracks and structures, signaling and communications devices, shops, yards, stations and terminals. A wide range of historic subjects is covered. The booklet can be obtained from the Public Relations Dept., Assn. of American Railroads, Transportation Bldg., Washington 6, D. C.

King Agency Drops Clients, Switches to Production

THE Lew King Advertising agency, Phoenix, Ariz., has cancelled all contracts with clients as an advertising agency and has gone into the production of radio-tv commercials and shows, Mr. King announced last week.

The new King Productions reportedly came about in a gradual change. In the past few years the agency has done a great deal in the production field, producing such shows as the *Lew King Show, The Lew King Rangers, Rex Castle Marionette* show and the *Three Cards.*

In addition to Mr. King, other key members of the new production firm are Jack Beveridge, executive producer, and Barbara Hallis, program coordinator.

Keystone Affiliates Increase by 14 to 721

ADDITION of 14 new affiliates, bringing the network's total to 721, was announced by Keystone Broadcasting System April 30. Blanche Stein, station relations director, reported these new stations have joined KBS:

WROS Scottsboro, Ala.; KDAS Malvern, Ark.; KMOR Oroville, Calif.; KTIP Porterville, Calif.; WCLB Camilla, Ga.; KDEC Decorah, Iowa; KOTS Deming, N. M.; WOHI East Liverpool, Ohio; KWHP Cushing, Okla.; WHOA San Juan, Puerto Rico; WBEU Beaufort, S. C.; KDDD Dumas, Texas; WTKM Hartford, Wis.; WTCH Shawano, Wis.

Caesar Firm Leases Space

COMEDIAN Sid Caesar, acting as president of his own producing organization, the Shellric Corp., has leased the 11th floor and penthouse at 6 W. 57th St., New York, from the Carmel Holding Corp. A spokesman said that Mr. Caesar, who will depart from NBC-TV's *Your Show of Shows* on June 5, will convert the space into executive offices and rehearsal rooms for his new television show over NBC-TV next fall. Details of the new show have not been announced.

New 'Red Foley Show' in Fall

RADIOZARK Enterprises, Springfield, Mo., last Wednesday announced production of a new country music series, *The Red Foley Show*, to be offered to national, regional and local accounts this fall.

The open-end, quarter-hour series will be tailored for either a five- or six-day per week schedule on local stations and will be built around the former star of NBC's *Grand Ole Opry*. It was inspired by the success of the transcribed *Tennessee Ernie Show*, according to E. E. Siman Jr. and John B. Mahaffey, joint managers of the production firm.

RadiOzark now services the networks with 10 programs each week and provides transcribed shows for an additional 1,000 U. S. and Canadian outlets, it was claimed.

PROGRAM SERVICES SHORTS

Tele-Q Corp., N. Y., announced that its cueing system, previously used exclusively for tv programs and film producers, is available for public speakers, business conventions, club meetings, sales meetings, training courses and similar activities.

Gotham Recording Co., N. Y., is renovating its Broadway studios and installing new equipment valued at more than $25,000, Stephen Temmer, vice president and chief engineer, announced.

Fremantle Overseas Radio Inc., N. Y., has announced it has signed contracts with CBS Radio under which the network's radio series, *You Are There*, will be produced in Australia for broadcast in that country and New Zealand, starting in May. Program will be transcribed by an Australian package company.

Lance Productions, N. Y., has been established as a tv film production company according to announcement last week by Lorraine Lester, president, at 315 West 57th St., New York 19.

Samuel Hacker & Co., N. Y., accounting firm servicing film and tv production accounts, opens West Coast offices at 439 N. La Cienega Blvd., Beverly Hills. John E. McDermitt is office manager.

PROGRAM SERVICES PEOPLE

Robert Wickersham, president, Tv Spots Inc., Hollywood (producer of tv commercials), in New York conferring with agency executives on live and animated commercials for the fall season.

Herb Miller, formerly account executive, United Television Programs Inc., St. Louis, appointed midwest area account executive, Television Programs of America Inc., N. Y.

Alfred D. LeVine, Consolidated Television Sales midwest manager in Chicago, to Sportsvision Inc., S. F. (sports film producer and distributor), in similar capacity. Stevens Pictures, Atlanta, has been appointed to represent firm in the south and southwest.

Martin Jones and **Henry Olmstead** elected to board, Princeton Film Center, Princeton, N. J. They are partners with **Gordon Knox,** president, Princeton Film Center, in another film production company, Television Producers Inc.

Harry F. Landon, general manager, Gotham Recording Corp., N. Y., named chairman, Radio and TV Executive Committee, for greater New York Fund's 16th annual campaign on behalf of 423 hospitals and health and welfare agencies.

Carroll O'Meara, Hollywood tv consultant and freelance representative for advertising agencies, to have his book *Television Program Production* published by Ronald Press, N. Y.

The Sesac Transcribed Library

presents

TONY MOTTOLA
and his Dance Rhythms

"Tremendous—Terrific."
John W. Drew, WOL, Washington, D. C.

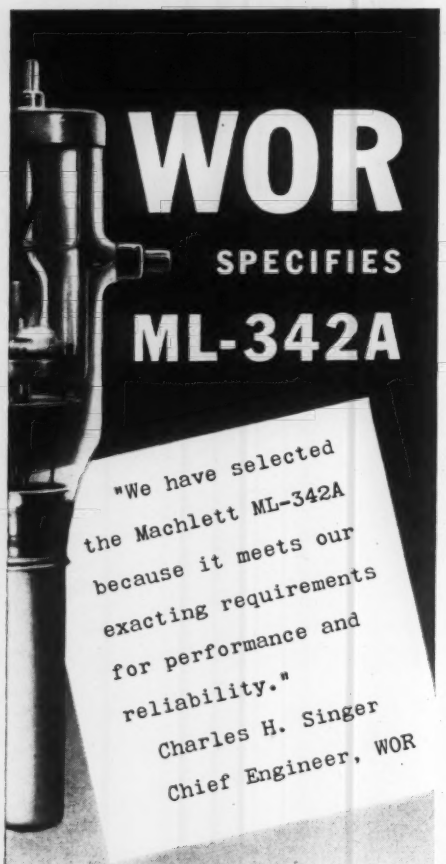
"Excellent program material."
Betty Geisler, WKRC, Cincinnati, Ohio

"Mottola's music has always been a welcome addition to any programming schedule. Thanks and best of luck to you and Tony."
Bill Gibbons, WFGN, Gaffney, S. C.

"A unique approach in instrumental music, demonstrating the flexible genius of Mr. Mottola's nimble fingers. An envious addition to our KFAB Library."
Bill Granville, KFAB, Omaha, Nebr.

The **SESAC Transcribed Library** is **lowest in cost** for a complete Program Service.

SESAC INC. 475 Fifth Avenue, New York 17, N. Y.


WOR
SPECIFIES
ML-342A
"We have selected the Machlett ML-342A because it meets our exacting requirements for performance and reliability."
Charles H. Singer
Chief Engineer, WOR

How do you choose the best transmitting tube?

Data sheets won't tell you... but tube performance, backed by the manufacturer's reputation, will!

Choose Machlett and you find . . .

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

ABC, NBC CHICAGO SIGN WITH RTDG

CBS continues to hold out on four points. Pacts will be signed when other cities reach similar agreements.

OFFICIALS of ABC and NBC Chicago have agreed to sign new contracts covering members of the local Radio-Television Directors Guild chapter, but CBS reportedly still was holding out Wednesday over four points of disagreement.

RTDG officials have met periodically with representatives of the three networks the past fortnight. Legal counsel for the Guild told B•T Wednesday that the pacts will be signed once Los Angeles and other cities reach similar agreements. Network terms already have been completed in New York.

The stations involved are ABC's WBKB (TV), NBC's WNBQ (TV) and CBS' WBBM-AM-TV Chicago. Negotiations involve minimum wages, proposed fees for local commercial shows, additional vacation benefits and extension of the freelance contract now in force in New York. ABC Radio's WLS is not involved in present negotiations and contracts covering its directors will be discussed after network agreements are consummated.

Points of disagreement with CBS radio and television in Chicago were understood to be: (1) a $5 increase for certain radio directors, (2) question of interchange permitting floor managers to serve as directors, (3) the so-called lunch "penalty" in present pacts, and (4) an increase from $175 to $180 for tv directors agreed on in at least one other city.

Among representatives at sessions were Mathew Vieracker, WBKB (TV); Walter Emerson and George Heinemann, WNBQ (TV); Maurice Rosenfield of Friedman, Zoline & Rosenfield, WBBM-AM-TV, and Sanford Wolff, attorney for RTDG. Another discussion with CBS Chicago is planned.

Network Staff Writers Pick 3 Different Unions

STAFF WRITERS at NBC, ABC and CBS last week split their votes to select three different union groups to represent their various continuity and news staffs. Voting was held in line with a recent NLRB decision granting staffers the right to select unions to represent them in negotiations.

The NBC newsroom voted 22 to 14 in favor of the combined Authors League of America and Screen Writers Guild, while NBC's continuity department, which signed with Radio Writers Guild last fall, did not participate. CBS continuity selected Television Writers of America by a 9-7 count and CBS newsroom voted eight for RWG and one for "no union." It was reported that since 10 CBS news staffers did not vote, there was a possibility that NLRB would not certify this election. At ABC the continuity staff chose RWG by a 6-4 count, while the newsroom is to vote today (Monday).

NABET Wins at KTTV (TV)

IBEW'S attempt to win representation of 73 KTTV (TV) Hollywood employes away from NABET was unsuccessful in an NLRB election last Wednesday in which NABET won by a vote of 49-18, with one vote cast for no union. The station unit consists of engineering and technical employes, including lighting engineers.

Teachers Take to Tv

AS A MEANS of enlisting public support for a pay increase to New York City public school teachers, the New York City Teachers Guild (AFL) purchased time on WPIX (TV) there, for a schedule of 10-second spot announcements. The schedule includes slides and taped voice announcements in behalf of salary adjustments. The business was placed through Nathan Fein Advertising, New York.

Brewer Supporters Claim Plan to Aid IATSE In Tv

SUPPORTERS of Roy M. Brewer in the current election campaign for the presidency of IATSE [B•T, April 26] have stated their candidate has a program to "salvage" the position of the union in the television field.

In a campaign brochure from national headquarters of the "Draft Brewer" committee in San Mateo, Calif., supporters of the former Hollywood international representative declined to reveal details of the plan for fear of "jeopardizing its chances for success," but continued, "we expect to bring about a real change in the tv picture."

Another campaign brochure, from the southern California Brewer headquarters, pointedly stated, "It is significant that in the shadow of the international office in New York, tv films are being produced by the IBEW and NABET."

Both brochures were mailed to 16,000 IATSE members in Hollywood and to all the union's locals.

Agents Plan Organization To Contest SAG Proposal

PLANS were announced last fortnight by a group of personal representatives in the television film commercial field in New York to form a union as the initial step to counteract a proposal by the Screen Actors Guild to eliminate or reduce representatives' commissions on re-use of tv film commercials.

A committee of personal representatives, consisting of Olga Lee, Sally Perl and Henry Brown, has been appointed to sit in at a forthcoming meeting of the SAG Council at which the issue of agents' commissions will be discussed. SAG's proposal is said to encompass elimination of the re-use commission entirely; paying commission on re-use fees for the first 13 weeks only, or retaining the status quo.

SEG Election Set

TOTAL of 21 candidates are competing for 15 places on the Screen Extras Guild board of directors, with election results to be announced June 6 at the annual membership meeting. Richard H. Gordon, president; Franklyn Farnum, William H. O'Brien and George Barton, first, second and third vice presidents, and Kenner Kemp, recording secretary, are unopposed for re-election. Jeffrey Sayre, incumbent treasurer, and Mike Lally, nominated by independent petition, are sole contestants for an office.

The Lohmillers unpack a broiler-cooker, their 23rd electric appliance (not counting lights).

WHAT'S HAPPENED TO THE U.S. FAMILY IN THE "ELECTRIC AGE"?

They use 3 times as much electricity—and pay less per kilowatt-hour for it

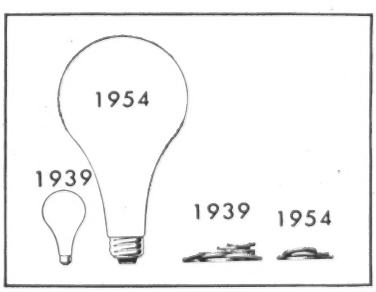
Since the Lyle Lohmillers of Milwaukee were married in 1939, family living has undergone a great change – in everything from housework to entertainment.

The Lohmillers, a typical U. S. family, have moved into the "electric age." A measure of their change – they are using 3 times as much electricity today.

One reason is that electricity does more jobs for them. And the price is lower – the average family pays *less* per kilowatt-hour than in 1939. Another reason – there's more of it. The electric light and power companies provide *3 times as much* electricity. They are building new power plants and dams and lines all over the country ($10 billion worth) to keep well ahead of growing needs.

What's coming? Still more electricity-at-work for the Lohmillers, and for everybody. Electric companies will add half again as much by 1960!

In spite of this abundance, some people still propose that the federal government build electric projects all over the nation—at the taxpayers' expense, of course—even if it means waste and the threat of socialism.



MORE ELECTRICITY—LOWER PRICE. Bulbs show how supply of electricity has been tripled. Coins show how the average price per kilowatt-hour has dropped for U. S. families.

***You can help avoid such waste and extravagance by encouraging Congress to resist the pressure for unnecessary government power projects. The country's electric needs can be met by America's* ELECTRIC LIGHT AND POWER COMPANIES*.**

**Names on request from this magazine*

"YOU ARE THERE"—CBS television—witness history's great events

DEVELOPMENT DIV. FORMED BY MUTUAL

New division, to be headed by B. J. Hauser, will be concerned with 'exploiting all avenues of expansion generated by the firm's activities.'

GROWING trend among networks toward activities concerned with subsidiary rights of radio and television properties was accentuated last week when Mutual announced it has established a development division to be headed by Vice President B. J. Hauser.

MR. HAUSER

Creation of such a division by Mutual follows the formation by NBC last February of NBC Enterprises to promote, exploit and merchandise properties of the network [B•T, March 1]. A check by B•T revealed last week that CBS-TV has been engaged in such activities for several years but has created no special unit for this work. It has assigned these duties to Arthur Perles, administrative director and director of merchandising exploitation in the public relations department. An ABC spokesman said that up to the present, program packagers and producers have acquired these subsidiary rights as part of their contracts, but added that the network "is re-evaluating the situation with the view in mind to engage in such activity." A DuMont official said the network has "no immediate plans in this direction," but pointed out that advertisers and program producers have been active in the subsidiary rights field.

The announcement from Mutual, released by Thomas F. O'Neil, president, said that Mr. Hauser will continue to supervise the work of the network's cooperative program department, of which he has been vice president in charge. In his new post, Mr. Hauser will explore "the possibilities of exploiting all avenues of expansion generated by the firm's activities."

Mr. Hauser joined Mutual in 1945 as director of cooperative programs. Previously, he was advertising manager of the Blue Network and associated for several years with NBC in various promotional capacities.

An immediate project planned by Mr. Hauser is the issuance of a "Baseball Almanac" in connection with Mutual's *Game of the Day*.

Promoters Must Pay

LICENSES were granted on April 30 by the New York State Athletic Commission to Colonial Sports Enterprises to stage weekly bouts from Eastern Parkway Arena and to the London Sporting Club for fights at St. Nicholas Arena. The promoters will be in sharp competition, as both will present telecast bouts on Monday night, starting May 17, with Colonial telecasting over ABC-TV and London Sporting Club over DuMont [B•T, May 3].

'Strike It Rich' Loses Suit Before State Court

WALT FRAMER Productions, New York, last week lost its court action seeking a declaratory judgment that no soliciting of funds is involved in its *Strike It Rich* radio and television program and that the company therefore did not require a license from the New York City Dept. of Welfare.

In dismissing a suit naming the Dept. of Welfare as defendant, Supreme Court Justice Benjamin F. Schreiber said that "a trial of action can at most lead to a determination that programs hitherto broadcast did not involve a solicitation of money, donations, etc., within the meaning of the licensing statute . . . but a slight variation in a future broadcast might change the entire picture."

Walt Framer Productions has been involved in a dispute with the department since last February [B•T, Feb. 8 et seq.], and pleaded innocent on April 14 in Lower Manhattan Court to a charge of soliciting funds for *Strike It Rich* without a license. On May 17, Warren Hull, m.c., and Walter H. Framer, producer of the show, are scheduled to appear for a hearing on the charge.

AT&T to Extend Relay

TO EXTEND interstate tv network service to WDAY-TV Fargo and KXJB-TV Valley City, N. D., American Telephone & Telegraph Co. Long Lines Div. filed applications with FCC last week for seven microwave radio relay stations to provide a channel between Fargo and Minneapolis.

ABC-TV Schedules Heavy Sports Lineup for Summer

ABC-TV will offer its inter-connected affiliates an "all sports" summer co-op program schedule of more than seven hours of sport shows weekly, it was announced last week by Frank Atkinson, manager of ABC's cooperative program department. The summer co-op television schedule, effective May 17, is as follows:

Boxing From Eastern Parkway (Mon., 9:30-10:45 p.m. EDT), *Wrestling From Rainbo* (Wed., 10 p.m.-12 midnight EDT), *Dizzy Dean Show* (Sat., time depending on start of *Baseball Game of the Week*), *Baseball Game of the Week* (Sat., 2 p.m. to conclusion EDT), *Saturday Night Fights* (9 p.m. to conclusion EDT) and *Fight Talk* (Sat., 9:45-10 p.m. EDT).

NBC Previews New Farm Show

NBC Central Division will hold a special trade showing of a proposed new network tv farm program today (Monday) in Chicago, it was reported last week.

The network will show a kinescope of a new type farm show based on the format of city people visiting the country. NBC hopes to launch the program on a commercial basis and reportedly has at least two interested sponsors lined up.

Talent includes John Ott, Clint Youle, Don Herbert, and singer Eddie Arnold. Lloyd (Doc) Burlingham, farm broadcast specialist and co-owner of WBEL Beloit, Wis., also will appear.

MBS, Redlegs Answer WNOP

MUTUAL Broadcasting Co. and the Cincinnati Redlegs last week entered a general denial to charges made against them in an anti-trust suit initiated by Tri-City Broadcasting Co., operators of WNOP Newport, Ky. [B•T, Jan. 18]. The suit asks for $300,000 in damages for alleged violations of an oral contract with WNOP centering around Mutual's *Game of the Day* baseball broadcasts.

The denial was incorporated in an answer filed by attorneys for Mutual and the Redlegs in the U. S. District Court for the Southern District of New York.

NBC's Utley in Libel Suit

A $250,000 libel and slander suit has been filed in circuit court against Clifton Utley, NBC Chicago radio-tv commentator, on the basis of a newscast April 27, 1953. In the suit, Fred Gilbert, president of the Chicago Eye Shield Co., charges Mr. Utley with showing on television a police captain's memorandum book and opening a page bearing Mr. Gilbert's name and telephone number, unlisted in the phone book. Mr. Utley's comments, it alleges, constitute libel, slander and invasion of privacy. Mr. Utley is recuperating from illness and has not returned to his regular newscast.

AT&T Links Three

WRBL-TV and WDAK-TV Columbus, Ga., and KGLO-TV Mason City, Iowa, were connected into the Bell System nationwide tv facilities network last week, making network tv program service available to 299 stations in 189 U. S. cities.

THE LATEST WCKY STORY

Want Top Audience in the Cincinnati Market?

BUY WCKY DISC JOCKEY PROGRAMS!

From 6 a.m. to 7 p.m. Monday thru Sunday WCKY Disc Jockey Programs have *MORE* First Place audience ratings than the *combined total* of *all other* local DJ Programs in Cincinnati.

WCKY Disc Jockeys Are Your Best Buy!

WCKY CINCINNATI

Texas Broadcasters Plan Spanish-Programming Network

TEXAS Spanish-language broadcasters met last week at KIWW San Antonio to discuss organization for the Texas Spanish Language Network.

The network is being formed to aid in the placing of radio advertising directed at Spanish-speaking people in the Southwest, to offer improved programming through a closer relationship among the network stations, and to act as an exchange for the best programs produced by the stations in their own markets.

Organizational plans, it was reported, are complete, subject to final approval by the stations.

DISCUSSING plans for the Texas Spanish Language Network are L. E. (Gene) Richards (seated), KIWW San Antonio, elected president; and (l to r) Joe Harry, promotion manager for the proposed network; Bob Pinkerton, XEO Brownsville and XEOR McAllen, and Jack Mayberry, KUNO Corpus Christi. Others unable to attend but expected to join are Pedro Menesis, XEJ El Paso, and Frank Stewart, KTXN Austin.

NETWORK PEOPLE

Don L. Chapin, coordinating director, Tri-State Network (WKRC-TV Cincinnati, WTVN (TV) Columbus and WHIO Dayton, all Ohio), appointed director of national sales, concentrating on New York market.

George Faust, operation and traffic manager, CTPN and KNXT (TV) Hollywood, named account executive. **Don Rosenquest,** traffic supervisor, CBS-TV succeeds Mr. Faust.

Alan Handley, producer-director, NBC-TV *Dinah Shore Show*, contracted by network to develop, produce and direct his own tv packages.

Edwin M. Lieberthal, operations director, DuMont Tv Network, to teach course on timing and integration of tv programs, New School for Social Research, N. Y.

Dave Ketchum, mimeograph dept., CBS Radio, Hollywood, and a comedian-m.c., cited with "Certificate of Esteem" by Defense Secretary C. E. Wilson for entertaining Army and Air Force bases.

Dinah Shore, NBC-AM-TV singing star, named "America's Most Glamorous Mother" by Downtown Business Men's Assn. of Los Angeles.

Peter Hackes, newscaster, CBS Radio Washington, and Mary Ellen Propper Yaukey were married in Houston, Texas.

ALTEC LANSING'S NEW

"Lipstik"

MICROPHONE

MINUTE IN SIZE...

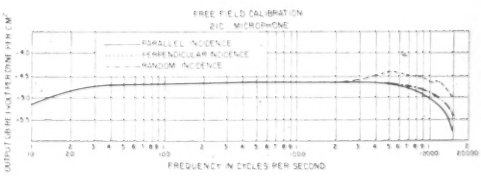
MAMMOTH IN PERFORMANCE...

MAGNIFICENT IN QUALITY...

UNIQUE IN VERSATILITY!

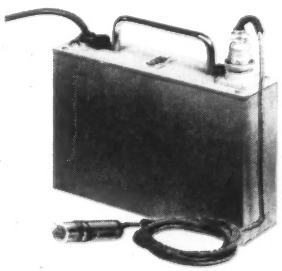
These are the qualities that set ALTEC'S new "LIPSTIK" apart from all other microphones.

The "LIPSTIK" is the answer to the universal demand for a microphone small in size (⅝" in diameter and 3" long)—versatile in use (equally efficient for use on a stand, in the hand or clipped to the lapel)—superb in quality (see the incomparable frequency response which is unconditionally guaranteed).



This microphone response curve is in agreement with measurements made by General Radio Company and other major acoustical laboratories.

The "LIPSTIK" is a refinement of ALTEC'S famed 21B condenser microphone.



Order as an M-20 system, which includes the 21C microphone — 165A base — P525A power supply, and all attachments.

ALTEC LANSING CORPORATION

Distributed by GRAYBAR

A SOUND REPUTATION SECOND TO NONE

9356 SANTA MONICA BLVD., BEVERLY HILLS, CAL.
161 SIXTH AVENUE, NEW YORK 13, N.Y.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

BMI "Pin Up" Hit

THE MAN WITH THE BANJO

RECORDED BY

THE AMES BROTHERS. . . (Victor)

PUBLISHED BY

ROBERT MELLIN, INC.

BROADCAST MUSIC, INC.

580 FIFTH AVE., NEW YORK 36

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

FIRST THREE MONTHS OF THIS YEAR 'BEST' IN RCA'S HISTORY—SARNOFF

Board Chairman describes sales gains at annual meeting. Says color will speed day of billion dollar annual volume for RCA; predicts that 'when color wagon is rolling, Zenith will get on board, just as it did in black-and-white.' He sees 'good volume' of business in 1954.

RCA in the first three months of 1954 "had the best first quarter sales in our history," Brig. Gen. David Sarnoff, board chairman, told the 1,000 stockholders at the company's annual meeting, held Wednesday morning in NBC Studio 8 H in the RCA Bldg. in New York.

Sales of RCA products and services, Gen. Sarnoff said, aggregated $226,609,000 for the quarter, an increase af 9% over the same period of last year. Profit amounted to $20,470,000 before federal taxes; net for the quarter was $10,066,000, up 8% from the net of the first quarter of 1953. After preferred dividends, RCA common stock earned 66 cents a share, compared with 61 cents for the first quarter of last year.

GEN. SARNOFF

Foreseeing "a good volume of business for the year 1954 as a whole," Gen. Sarnoff said: "We believe that color television will speed the day when the volume of RCA business will reach and exceed a billion dollars a year."

The color outlook is promising, both for broadcasting and manufacturing, Gen. Sarnoff stated. By the end of the year, he said, NBC will be colorcasting two programs a week from New York and a third from the new Burbank studios in California, not counting the special 90-minute color spectaculars to begin in October. The present total of 23 NBC-TV affiliates equipped to retransmit network color programs is expected to increase to 60 by the end of the year, making these programs available in areas that include 60% of all U. S. homes.

Progress Continues

On the manufacturing side, Gen. Sarnoff declared that "progress continues in the development of the RCA tri-color tube. The only one to date which has reached the stature of commercial production." Since February, RCA has produced these tubes at the rate of 2,000 a month, he said.

Production of color sets was started March 25 at RCA's Bloomington, Ind., plant, with plans for about 5,000 15-inch and the same number of 19-inch color receivers to be made this year, he reported, adding that 4,000 of the 15-inch color sets already have been made and delivered, with orders indicating an impending over-sold status on the first production run. The 19-inch sets are expected on the market by fall, he said.

"During this year and next, we believe the demand for color sets will exceed the supply," Gen. Sarnoff told the stockholders. RCA estimates are that the entire industry will sell about 50,000 color sets this year, several hundred thousand next year, 1,750,000 in 1956, about 3 million in 1957 and about 5 million in 1958, adding up to "the total of approximately 10 million color sets in use five years from now."

Asked about the criticism leveled at the RCA three-gun color tube by Comdr. Eugene McDonald Jr., president of Zenith Radio Corp., who characterized the tube as "a Rube Goldberg contraption," Gen. Sarnoff remarked that "some like to take the ride after the wagon starts rolling. When the color wagon is rolling, Zenith will get on board just as it did in black-and-white."

John T. Cahill, of Cahill, Gordon, Reindel & Ohl, RCA counsel, in reporting that RCA's suits against Zenith and its tube-manufacturing subsidiary are now in the courts, reminded stockholders that at the time the RCA was developing black-and-white tv, Comdr. McDonald went on record to the effect that Zenith would never manufacture a black-and-white tv set.

The inventions and improvements resulting from RCA research have been made available to the entire industry on a uniform basis through patent licenses with royalty rates of "less than one percent of the usual retail price," Gen. Sarnoff reported. Noting that the majority of the several hundred patent licenses issued by RCA are due to terminate the end of this year, he stated that "a substantial number of these agreements have already been extended for another five years" and expressed confidence that "substantially all of the remainder will also extend their agreements."

Sales Up 23%

In 1953, Gen. Sarnoff reported, sales of RCA products and services totaled $853,054,000, up 23% from the 1952 total. Profit before taxes, $72,437,000, was reduced to less than half that amount, $35,022,000, after taxes, he said. "RCA's tax payments in the past ten years totaled $436 million. Profits after taxes, for the same period, amount to $25 million. The ten-year ratio of taxes to dividends paid on common stock is more than five to one, that is, more than $5 paid in taxes to the government for every dollar paid in dividends to stockholders."

In the past decade, the RCA board chairman noted, RCA's volume of business rose from $295 million to $853 million a year; net profit—after federal taxes—increased from $10,192,000 to $35,022,000; net working capital increased from $115,336,000 to $228,941,000; plant and equipment value rose from $29,528,000 to $134,182,000; employes increased from 38,400

Audible Journalism

MANY principal U. S. cities already have more radio and tv stations than newspapers, Brig. Gen. Sarnoff, RCA board chairman, told the corporation's annual meeting last week. "New York City," he said, "has 28 radio stations, seven tv stations and only nine English-language daily newspapers. Chicago has 26 radio stations, six tv stations and only four daily newspapers. Los Angeles has 21 radio stations, eight tv stations and only five daily newspapers. Even in Washington, D. C.—the capital of our nation—there are only three daily newspapers, while there are 16 radio stations and four tv stations."

The Chairman's Pay

WHEN Wilma Soss, president, Women Shareholders in American Business, perennial critic of corporate management, reported at the RCA annual meeting that she had heard that Sid Caesar was paid more than Gen Sarnoff, he replied: "I've no doubt that Sid Caesar is of interest to more people in America than David Sarnoff. So he's probably worth more."

Gen Sarnoff appeared more amused than interested in Mrs. Soss' suggestion that he augment his income by adding the role of commentator to his duties.

to 63,788; stockholders' equity in RCA increased from $89,383,000 to $215,719,000.

Television, Gen. Sarnoff said, accounted for 50% of RCA's total volume of business over the past seven years, reaching 54% last year. This includes both manufacturing and broadcasting, he said, noting that, in comparison to radio, tv contributes about four times as much to the company's volume. RCA is the leader in providing tv equipment abroad, he stated, pointing out that "in Latin America RCA has supplied 60% of all the tv broadcasting stations now in commercial operation."

Departing from his prepared statement, Gen. Sarnoff recalled that on Sept. 30, 1951, when he celebrated the completion of 45 years with RCA and its predecessors, he had asked RCA scientists for three gifts for his 50th anniversary: a magnetic tape recorder for pictures, an electronic air conditioner, and a true amplifier of light. With the five-year period about half over, Gen. Sarnoff said he could report that his first gift has been produced and demonstrated [B•T, Dec. 7, 1953] and is now being readied for commercial use. The electronic air conditioner is "about half-way along," and "principles are already established" for the light amplifier, which he admitted was a "bit of a poser."

By Sept. 30, 1956, he said, he hopes to be able to report the accomplishment of all three of those goals, and that RCA has reached an annual volume of $1 billion as well.

Asked about the decision to disband the NBC Symphony Orchestra, Gen. Sarnoff said it was due to a combination of financial and artistic considerations. A symphony orchestra, he commented, requires the employment of about 100 musicians, 35 more than the union requirements, and these men must be musicians of a higher quality than those used to play popular music on other NBC programs. He also pointed out that the NBC Symphony was formed 17 years ago for Toscanini to conduct and now that Toscanini has retired it seemed better to secure the broadcast rights to another major orchestra, such as the Boston Symphony which NBC will broadcast during the 1954-55 season, than to attempt to find a successor to Toscanini as conductor of the NBC Symphony.

The stockholders re-elected the four directors whose terms expired this year: Frank M. Folsom, RCA president; Harry C. Hagerty, financial vice president, Metropolitan Life Insurance Corp.; George L. Harrison, director, New York Life Insurance Co.; Charles B. Jolliffe, RCA vice president and technical director. Arthur Young & Co. was again appointed as independent auditors. Stockholders approved a revised incentive plan "for employes who contribute substantially to the success of the corporation and its domestic subsidiaries." They rejected a proposal to elect all 12 directors every year, retaining the present system of electing four each year for three-year terms.

LARGE SCALE COLOR TV 2 YEARS AWAY—DuMONT

The Allen B. DuMont Labs head tells stockholders an economical large-screen color tube will help to bring popular-priced large-screen color.

PREDICTION that color television receivers probably will be mass-produced within two years was offered by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, at the annual meeting of company stockholders last week in Clifton, N. J.

Dr. DuMont said lack of economical large-screen color picture tubes has been the stumbling block in production of popular-priced, large-screen color sets, but added that the recent introduction of DuMont's 19-inch color tube is "a major step to break the log-jam" [B•T, May 3]. He said he believes this tube can be manufactured economically and that DuMont receivers incorporating the tube probably will be on the market this fall for "around $1,000 each."

"Before too long," Dr. DuMont continued, "we ought to be making a 21-inch rectangular color tube. It should sell for less than $100 when mass production is accomplished. At that time, our color receivers should be getting closer to a $500 price. That will be the time for large volume sale of color receivers."

Dr. DuMont added that next September, DuMont Television Network's WABD (TV) New York plans to begin transmission of color filmed programs.

B&W Majority

Dr. DuMont told stockholders black-and-white tv receivers will make up the major part of the industry's sales for the next few years, contending that the consumer "is getting excellent value in black-and-white sets at extremely low prices."

Forthcoming mass production of color tv sets, the DuMont Labs head said, will open up new opportunities for sales and profit for DuMont and the television industry. He warned that the next two years will be transition years and will not be attractive from a financial standpoint, but he added that with the advent of mass-production of color tv sets, the outlook should improve.

Dr. DuMont reported that the gross income of Allen B. DuMont Labs Inc. for the first 12 weeks of 1954 was $19,770,000, compared to $24,187,000 for the same period of 1953. Net profit after federal income taxes was $508,000 as against $945,000 for the first 12 weeks of 1953, and net profit preferred dividends amounted to 20 cents as against 39 cents for the first 12 weeks last year.

Officers of DuMont Labs re-elected by Class A stockholders were Dr. DuMont, president, and Stanley F. Patten, vice president. Re-elected as directors were Dr. DuMont and Mr. Patten and Dr. Thomas T. Goldsmith Jr., Bruce T. DuMont and Percy M. Stewart.

Class B stockholders re-elected Paul Raibourn, treasurer; Bernard Goodwin, secretary and Irving Singer, assistant treasurer. Directors re-elected were Barney Balaban, Paul Raibourn and Edwin L. Weisl.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
KXJK Forrest City, Ark.	5 kw	am	power increase
WOHW Clinton, Ill.	1 kw	am	replacement
WLAS Jacksonville, N. C.	1 kw	am	new station

WJHP-TV

CHANNEL 36 IN JACKSONVILLE

WJHP-TV HAS TOP NETWORK (ABC, NBC, DuM) AND LOCAL PROGRAMMING . . .

WJHP-TV HAS VIEWERS . . .

(estimated 42,600 sets — national research survey soon . . .)

. . . AND WJHP-TV HAS CHOICE AVAILABILITIES!

Network co-ops, local shows, and top spot adjacencies in all time classes.

For further information and rates, call 98-9751 in Jacksonville; in New York dial MU 7-5047.

WJHP-TV

JACKSONVILLE, FLORIDA

276,000 watts

on Channel 36

Represented nationally by John H. Perry Associates

ATOMIC ENERGY

That's how advertisers describe the force their sales messages get from

Radio Activity

that's been going on for years at

WSYR ACUSE
570 KC

NBC Affiliate in Central N. Y.
Headley-Reed, Nat. Rep.

'Roadblocks' Delay Electronics—Abrams

Emerson president says 'premature' standardization of color tv, FCC's 1948-52 freeze on tv and 10% excise tax on sets have blocked progress.

"ROADBLOCKS" in the path of the electronics industry were denounced last week by Benjamin Abrams, president of Emerson Radio & Phonograph Corp., who said that without them the industry could solve the unemployment problem for many years.

In a speech before the Sales Executives Club in New York on Wednesday, he listed some of the "roadblocks" as "premature" standardization of color television, FCC's 1948-52 freeze on construction of new tv stations and the 10% excise tax on radio and tv sets.

He said 10% of the population owes its livelihood directly or indirectly to the electronics industry and that the number could be materially greater if the roadblocks to sales and general progress were removed.

In radio-tv specifically, he said printed circuits and transistors eventually will give television sets the portability that radios now have. In tv he foresaw the perfection of projection systems as a result of color—for example, the possibility of a color set one foot square projecting three or four-foot pictures.

Mr. Abrams said that although color tv is coming "at some time in the future" it is "not here now."

"In about five years," he said, "I believe that approximately 30 to 40% of all units produced will be in color and, by that time, we may sell as many as 2 million color receivers a year. But we will be selling 4 million to 5 million black-and-white sets annually."

Manufacturers to See DuMont 19" Color Tube

DuMONT'S new 19-inch picture tube [B•T, May 3] will be shown to set manufacturers today (Monday) and to tube manufacturers tomorrow at the research labs of Allen B. DuMont Labs in Passaic, N. J. Kenneth A. Hoagland, engineering manager, tube division, will discuss the technical details of the tube; Bill C. Scales, general sales manager, tube division, will discuss sales of the new tube and of color sets containing it; Robert T. Cavanagh, manager, circuit research of DuMont Research Division, will describe the circuitry required.

The first group will comprise customers and potential customers for the new color tube; the second group will be largely DuMont licensees, it was stated. Demonstrations will be held in the late afternoon, followed by dinner.

Houston Color Principals Buy Control of Color Corp.

WORKING control of Color Corp. of America, Burbank, Calif. (formerly Cinecolor Corp.), has been purchased from the Donner Corp. by Benjamin B. Smith and Ray C. Wilcox, principal stockholders in Houston Color Labs, there, processors of Ansco color film, and Houston Fearless Corp., Los Angeles, tv and motion picture equipment manufacturers.

Mr. Wilcox and Martin Stone, president and vice president, respectively, of Houston Fearless, have been elected to similar posts in Color Corp. H. W. Houston, president of Houston Color, was named vice president in charge of engineering of the newly acquired corporation, and Mr. Smith, secretary-treasurer. Along with K. B. Elliott, the officers are also on the board of directors.

The transaction was negotiated by Albert Zugsmith, head of Albert Zugsmith Corp., Beverly Hills, and Kenneth C. Hardy, Los Angeles manager, Francis I. duPont Co.

IT&T Report Cites Set Slump

ANNUAL report of IT&T and subsidiaries released last week said that sales of television and radio sets manufactured by the Capehart-Farnsworth Division, Fort Wayne, were below those of 1952, pointing out that publicity on the early availability of color television had "adversely affected the market for black-and-white receivers in the latter half of 1953." It was stated that a limited number of color receivers are scheduled for production in 1954. IT&T net income for 1953 reached a record high of $22,377,611, representing $3.12 a share on outstanding capital stock, as compared with net income of $22,147,753, or $3.09 a share, in 1952.

MANUFACTURING PEOPLE

Edward C. Bonia, president of E. C. Bonia Inc. (national sales organization marketing television receivers and appliances), appointed manager of dealer relations, Emerson Radio and Phonograph Corp., N. Y.

Joseph A. Hatchwell, mid-Atlantic regional sales manager, Allen B. DuMont Labs' television receiver div., promoted to director of sales for division.

David D. Coffin, manager of missile and radar div., Raytheon Mfg. Co., Waltham, Mass., named an assistant vice president of company.

Elliot H. Ruttenburg, formerly with special products div., Raytheon Mfg. Co., Chicago, appointed price administrator, National Co., Malden, Mass.

Roy Witte, project engineer, and **William F. Boylan,** senior electrical engineer on commercial production, Magnecord Inc., Chicago, appointed chief mechanical engineer and chief electronic engineer, respectively.

Elton Nachman, application engineer, Audio Video Products Inc., N. Y., to Cinema Engineering Co., Burbank, Calif. (audio equipment, components), as field representative of newly opened factory office at 101 Park Ave., New York 17.

Walter Law appointed sales manager of northwest region, Capehart-Farnsworth Co.

J. P. Driscoll, formerly central district sales representative, Sylvania Electric Products Inc., N. Y., transferred to mid-eastern district; **T. R. Swenson,** formerly metropolitan district sales manager, to northeastern district, and **R. S. Schoedler,** formerly in government sales for Sylvania, appointed New York metropolitan sales representative.

Ted Martin Jr., manager, RCA Tube div.'s southeastern sales district distributor, named a special sales representative headquartered in Harrison, N. J.

John S. Boyers, vice president, Magnecord Inc., to the National Co., Malden, Mass., as chief engineer, magnetic memories division.

Harry E. McCullough appointed a consultant on merchandising activities, Magnavox Co., Ft. Wayne, Ind.

"I got power"

But down in Northwest Alabama and Northeast Mississippi WERH dominates 14,695 square miles within its 0.1 MV/M contour.

Yes, speaking of power, WERH has the most powerful signal in these parts. Folks are eager listeners to its entertainment loaded programs. So you'll capture all of Northwest Alabama and Northeast Mississippi with the most powerful station, WERH.

WERH: putting out a signal that pulls in the sales.

WERH | 5000 watts 970 KC

Regional representatives, Dora-Clayton Agency
Mortgage Guaranty Building, Atlanta, Georgia.

New York Representative: Robert S. Keller, Inc.

New York Educational Network Elects Officers

THE Empire State Fm School of the Air, a cooperative network of commercial radio stations and school systems, met April 29 and held elections for executive posts. Its *School of the Air* program, operating on radio relay among 23 fm stations, is made available each weekday to about 750,000 New York state school children.

Re-elected were: Kenneth G. Bartlett, dean of Syracuse U. Radio-Tv Center, vice chairman of the board of trustees, and George S. Driscoll, coordinator of WHAM-AM-FM-TV Rochester, secretary. Nominated for re-election to five year terms on the board, with voting to be held by mail ballot among *School of the Air* members, were: Donald K. deNeuf, Rural Radio Network general manager, and Frank W. Kelly, WBEN Buffalo manager. Eugene S. Foster, radio chairman at Syracuse U., was re-elected executive secretary. He is now on leave for radio work with the State Dept. in Iran.

Currently on the board are Louis G. Buisch, general manager of WWHG Hornell; John B. Johnson, publisher of the *Watertown Times* which owns WWNY Watertown and WMSA Massena; E. R. Vadeboncoeur, president of WSYR Syracuse, and Frank L. York, publisher of the *Troy Record*, which owns WFLY Troy.

Bernays Grant Backs WNYC Education Series

MUNICIPALLY-owned, noncommercial WNYC New York, at a luncheon last Monday, launched a series of programs on a saturation schedule consisting of more than 100 broadcast hours devoted during one week to the "Education Institute of the Air."

The principal speaker was Samuel H. Brownell, U. S. Commissioner of Education, who spoke on "American Education Today and Tomorrow."

Henry Epstein, deputy Mayor of New York, told the group that less money should be spent on liquor and cosmetics and more on education.

Edward L. Bernays, chairman of the Edward L. Bernays Foundation, which has made the grant under which the special education series was produced, welcomed the educators at the luncheon and explained that the series on the crisis of education at all levels was being offered to 125 radio station affiliates of WNYC.

Seymour N. Siegel, director of radio communications for WNYC, said:

> WNYC . . . is attempting in this "Educational Institute of the Air" to examine in depth the American education scene. A full week May 3 to May 9 of broadcasting will be devoted to an appraisal of how educational processes are carried on—from the nursery to the adult level—and to a thought inspiring survey of the job which must be done for tomorrow's education.

The program co-ordinator for all of the programs has been Mrs. Anne W. Langman and B. R. Buck, program director.

Mich. State Schedules Summer Video Workshop

PERSONS completing the fourth annual Summer Television Workshop Aug. 2-21 at Michigan State College will be awarded four credit hours, according to MSC's Dr. Armand L. Hunter, television development director, and Dr. Robert P. Crawford, television educational training director, co-directors of the workshop.

Students may register for graduate or undergraduate credit or for non-credit participation during the three-week workshop, conducted by MSC's Department of Speech, Dramatics and Radio Education. The workshop is integrated into facilities now being used by MSC outlet WKAR-TV East Lansing, and includes three studios, four camera chains, a remote trailer unit and resources for production of all types of programs, Drs. Hunter and Crawford said.

The MSC workshop is expected to meet the needs of people who plan and prepare educational tv programs, either on a commercial or noncommercial station. The production division of the workshop will be under the direction of William Tomlinson.

Information can be obtained from Dr. Wilson B. Paul, head, Department of Speech, Dramatics and Radio-Tv Education, Michigan State College, East Lansing.

Adams Advertising Scholarship

THE Henry W. Grady School of Journalism at the U. of Georgia has established a Burke Dowling Adams Advertising Scholarship, Dean John E. Drewry has announced. The scholarship was made possible by Mr. Adams, head of the Atlanta agency of the same name, for students whose major subject is advertising.

Boston U. Institute

BOSTON U. will hold separate institutes in radio and television this summer from July 1 to Aug. 21. Institutes are designed primarily for persons engaged in informational phases of industrial public relations, charity and church work, and education.

you, too, can
SAVE OVER $5,200.00 PER YEAR
with the
RUST REMOTE CONTROL SYSTEM

the RUST Standard Control Unit Type 1080-A

Since FCC authorization was granted, approximately one half of the remotely controlled radio stations have adopted the RUST SYSTEM for remote transmitter control. Operation costs for *all* of these stations have been reduced.

SOME STATIONS HAVE ENJOYED SAVINGS OVER $5200.00 PER YEAR!

√ In more than one case, re-location of transmitters on "cheap land" has resulted in substantial savings.

√ In others, engineering costs alone were reduced as much as $100. per week (with increased operating efficiency).

√ One station needed good technical help for their TV operation. With the RUST SYSTEM, this outfit was able to shuffle their own personnel and avoid the high cost of "stealing" help from surrounding communities, at a saving well over $100. per week.

√ In most cases, combined savings in these categories alone have been equal to the income from a *52 week non-cancellable advertising contract — at $100. per week!*

You, too, can enjoy similar savings! Send now for your brochure showing HOW RUST REMOTE CONTROL SYSTEMS CAN SAVE YOU MONEY. No matter what your equipment — RUST has a system that can be tailored to your own specific requirements.

the rust industrial company, inc.
608 WILLOW STREET, MANCHESTER, N.H.

Safety Council Honors 2 Networks, 89 Outlets

National awards to all public information media announced last week in Chicago.

CBS and MBS, along with 72 radio and 17 tv stations, were among the recipients of 1953 Public Interest Awards announced by the National Safety Council in Chicago last Wednesday.

The citations are made annually by the public information media, including newspapers, magazines, advertisers and advertising firms.

In announcing the non-competitive awards, Ned H. Dearborn, NSC president noted the "increasing leadership being displayed by all public information media. Nominations for these awards reveal more and more acceptance by mass communication media of their responsibility in helping to solve one of the great social problems of our time. Their initiative and skill are spearheading the public information effort and really giving safety a voice that can be heard."

Awards also went to 28 daily and eight weekly newspapers, 13 general circulation and 27 specialized magazines, 32 advertisers and 14 outdoor ad companies. Among the award-winning national advertisers were Allis-Chalmers Mfg. Co., Chevrolet Motor Div. of General Motors Corp., DeSoto-Plymouth Dealers of America, Ford Motor Co., Electric Auto-Lite Co., Esso Standard Oil Co., B. F. Goodrich Co., and Metropolitan Life Insurance Co.

The broadcast winners:

RADIO NETWORKS

CBS and MBS.

RADIO STATIONS

CBL Toronto; CHUM Toronto; CJBC Toronto; CKWX Vancouver, B. C.; KAVE Carlsbad, N. M.; KDPS Des Moines; KDYL Salt Lake City, Utah; KEX Portland, Ore.; KFAB Omaha, Neb.; KFBB Great Falls, Mont.; KFBI Wichita, Kan.; KFEL Denver, Colo.; KFEQ St. Joseph, Mo.; KFH Wichita, Kan.; KFRE Fresno, Calif.; KGDM Stockton, Calif.; KGLO Mason City, Ia.

KING Seattle; KIRO Seattle; KLRA Little Rock, Ark.; KMBC and KFRM Kansas City, Mo.; KOL Seattle; KOMA Oklahoma City; KOMO Seattle; KONO San Antonio, Tex.; KQV Pittsburgh; KRNT Des Moines; KSO Des Moines; KTAN Sherman, Tex.; KTFI Twin Falls, Ia.; KTYL Mesa, Ariz.; KUBC Montrose, Col.; KWIE Kennewick, Wash.; KXLA Pasadena, Calif.; KYA San Francisco, Calif.

WACO Waco, Tex.; WAZL Hazleton, Pa.; WBUD Trenton, N. J.; WCCM Lawrence, Mass.; WCCO Minneapolis, Minn.; WCKY Cincinnati; WEEU Reading, Pa.; WERE Cleveland; WFDF Flint, Mich.; WFLO Farmville, Va.

WGCB Red Lion, Pa.; WGGG Gainsville, Fla.; WGRD Grand Rapid, Mich.; WHAS Louisville, Ky.; WHIM Providence, R. I.; WING Dayton, Ohio; WISN Milwaukee, Wis.; WKJG and WKJG-FM Fort Wayne, Ind.; WKY Oklahoma City; WKZO and WKZO-TV Kalamazoo, Mich.; WMRN and WMRN-FM Marion, Ohio; WOWO Fort Wayne, Ind.; WPEP Taunton, Mass.; WPFB Middletown, Ohio; WPRO Providence, R. I.; WRC and WNBW Washington;

WRFD Worthington, Ohio; WROL Knoxville, Tenn.; WRUN Utica, N. Y.; WSGW Saginaw, Mich.; WSMB New Orleans; WSNJ Bridgeton, N. J.; WTDS-FM Toledo, Ohio; WTTM Trenton, N. J.; WUOT Knoxville, Tenn.; WWL New Orleans; WWJ and WWJ-FM Detroit.

TELEVISION STATIONS

KFEL-TV Denver; KING-TV Seattle; KOTV Tulsa; WAAM Baltimore; WBZ-TV Boston; WCPO-TV Cincinnati; WFAA-TV Dallas; WFBM-TV Indianapolis; WHYN-TV Holyoke, Mass.; WICU Erie Pa.; WKRC-TV Cincinnati; WPTZ-TV Oklahoma City; WLWT Cincinnati; WPTZ Philadelphia; WTVJ Miami, Fla.; WWJ-TV Detroit; WXEL Cleveland.

Among the judges were Arthur F. Harre, manager of WLS Chicago, Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana; Robert K. Richards, administrative vice president of NARTB, and Miss Judith Waller, education and public affairs director, NBC Chicago.

FOR the second consecutive year, Fran Harris (r), creative director of Harris-Tuchman Productions, Hollywood, accepts the "Lulu" award for commercial film from Joan Caulfield, star of CBS-TV's *My Favorite Husband*. The presentation was made at the Frances Holmes Awards Luncheon, sponsored annually by the Los Angeles Adv. Women. At left is Walter McCreery, president of Walter McCreery Inc., Beverly Hills agency handling Shipstads & Johnson Ice Follies, for which the winning promotion film was made.

Massachusetts Unit Cites Sarnoff for Brotherhood

URGING "greater efforts" to extend understanding and brotherhood in the world, Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, warned last week that recent scientific discoveries have placed "new forces at man's fingertips for peace or war, for the advancement of civilization or for its annihilation."

He made this pronouncement last Wednesday at the 17th annual Goodwill Dinner of the Massachusetts Committee of Catholics, Protestants and Jews, which honored him with a citation for exemplifying the basic principles of brotherhood and for his belief in and respect for the rights and dignity of the individual. Referring to "tremendous forces that now tend to set man against man, brother against brother," Gen. Sarnoff declared:

"In troubled times like the present, we must not forget the goals set for us by the noblest spiritual leaders, prophets and philosophers through the ages. These goals are the same in 1954 as they were in 1776. It was true then, and it is true today, that the hope of everlasting peace and a world that is free has its source in the mind, the heart and the soul of man."

Illinois Women's Clubs Pick Best Kids' Programs

ILLINOIS Federation of Women's Clubs has announced its awards for the best children's programs in radio and television.

The organization cited ABC's *The Lone Ranger* as the "best children's program in radio" and chose NBC Chicago's *Ding Dong School* and *Mr. Wizard* as the best shows in television.

Awards were announced by Mrs. Wade W. Reece, president of the Federation, which represents 172 clubs in the state comprising 21,450 members. Programs were classified and studied by the group's "listening and watching committees."

The Lone Ranger was chosen the best program for children under and over seven years of age. *Ding Dong School* won in the below-six age group and *Mr. Wizard* in over-six.

Minneapolis AFTRA Awards

ANNUAL AWARDS of the Minneapolis Ad Club and American Federation of Television & Radio Artists for local radio and tv were presented at an annual awards dinner April 28. The "bests" were for radio and tv, respectively, where applicable:

Musical program, KSTP, *Saturday Symphony*; master of ceremonies, WCCO Bob De Haven; woman performer, WCCO Jeanne Arland, tv Arlie Haeberle; children's program, KUOM *Old Tales and New*, KSTP-TV *Jimmy's Jr. Jamboree*; disc jockey, WLOL Bob Bradley; production, KSTP *Edition*, WCCO-TV *Hi-Notes in Fashion*; hillbilly-western, WCCO *Saturday Night Party*, KSTP-TV *Saturday Night Barndance*; religious program, KUOM *Going God's Way*, KSTP-TV *The World Around Us*; newscaster, KSTP George Grim, KSTP-TV Bill Ingram; sports announcer play-by-play, WTCN Frank Buetel, WCCO-TV Rollie Johnson; public service program, KSTP *St. Paul High School Choirs*, WMIN-TV *Inside City Hall*; educational program, KUOM *The Classical Tradition*, KSTP-TV Time *Out for Teens*; news commentator, WCCO Dr. E. W. Ziebarth, KSTP-TV George Grim; farm program, KUOM *University Farm Hour*, KSTP-TV *R. F. D.*; woman announcer, WCCO Joyce Lamont, KSTP-TV Bee Baxter; man announcer, WCCO Gordon Eaton, WCCO-TV Bud Karehling; sports program, WDGY Wes Fesler, KSTP-TV Jack Horner.

In Recognition . . .

WHYN Holyoke, Mass., presented a safety award by Automobile Legal Assn., in recognition of "unselfish efforts on behalf of community affairs and for its distinguished leadership in promotion of highway safety for drivers of and strangers to the Commonwealth of Massachusetts."

Gertrude Curley, women's director, WESB Bradford, Pa., received top award for women's news coverage for all AP radio and tv stations in Pennsylvania and Delaware.

Gene Kelly, Philadelphia Phillies play-by-play announcer, and **Byrum Saam,** Philadelphia Athletics broadcaster, received citations from *Sport* magazine for "interpretation of sports to the listening public."

AWARD to Crosley Broadcasting Corp. from American Public Relations Assn. for outstanding public relations programs for 1952-53 is presented during APRA's annual convention to Gilbert W. Kingsbury (r), Crosley vice president of public relations, by J. E. Drew, public relations director of Lever Bros. Co. and chairman of awards judges committee.

EIGHT NATIONS IN TV EXCHANGE

EIGHT European countries will be linked together for an exchange of television programs during the period covering June 6 to July 4, it was announced last week by the French Broadcasting System in North America.

EUROPE

The link will include France, Great Britain, Belgium, The Netherlands, Denmark, Western Germany, Switzerland and Italy. It was said to be the first tv interchange covering a large number of nations, though Great Britain, France, Belgium and Western Germany carried the Coronation last year. Use of standard "converters" is said to make possible the exchange as standards are different in the various countries.

The main feature of the exchange was reported to be the World Soccer Cup matches from Switzerland but programming also will include a visit to the Vatican, several theatrical productions from Paris and Versailles, a variety show from London and athletic championships from Glasgow.

Gamble Predicts More Advertising in Canada

CANADA'S changing economy from one of manufacture of raw materials to one that also processes and distributes finished and semi-finished products will result in an ever-

CANADA

increasing dependence on advertising, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, declared last week. Mr. Gamble offered this evaluation at the opening day luncheon of the 39th annual convention of the Assn. of Canadian Advertisers in Toronto last Tuesday. He cited the increase in population, number of families, residential construction and industrial expansion as factors contributing to a widening need for advertising in Canada.

Canada's increased need for advertising is much the same as America's, Mr. Gamble continued. He pointed out that even though efficiency in advertising and selling has increased in the U. S., industry still cannot operate satisfactorily with a lower advertising budget, because opportunities are "broadening so vastly."

"In the U. S., we now have more new families and bigger families," Mr. Gamble said. "They are better educated, earn more money, with more income available for discretionary spending, eating better and living better, with new and higher tastes for cultural services as well as goods and commodities."

Mr. Gamble recommended the "full partnership" type of client-agency relationship as a means of achieving advertising's purpose as "the scientific and efficient multiple-salesman." He noted there are some advertisers who do not give their agencies "the facts they need to work with," and there are some advertisers and agencies working "at cross purposes because they are not joined in mutual confidence."

CBC's Dunton Controls Canadian Thinking—Bloom

PARLIAMENT is becoming "a mere handmaiden" of "superior cliques" in Canada today, and A. Davidson Dunton, chairman of the Canadian Broadcasting Corp. board

CANADA

of governors, "has actual power in Canada (that) probably exceeds any single cabinet minister's except the Prime Minister," declared Chester A. Bloom, member of the Parliamentary Press Gallery, in a broadcast taped for release via CARTB stations.

His broadcast was one of the regular series, *Report From Parliament Hill*, prepared weekly by various commentators and parliamentarians for CARTB member stations. He warned of the growth of a new mechanism of government management by high level professional civil servants and economic graduates of big business.

"Of all these makers of government policy, Mr. Dunton is unquestionably the most skilled political diplomat . . . (who) holds tightly in his hands the enormous power of managing the thinking of the great masses of Canadian people. . . . Not one of the tight restrictions on non-government owned radio and tv programs or advertising has ever been imposed, or licenses awarded, without Mr. Dunton's approval," he said.

Tv Won't Ruin Newspapers, Thomson Tells Canadians

TELEVISION won't ruin daily newspapers, retiring President Roy H. Thomson, who owns papers and radio stations in three countries,

CANADA

told the annual meeting of the Canadian Press Assn. at the Royal York Hotel, Toronto, last week. Radio had been considered a threat to newspapers, he reminded his listeners, but as it turned out, radio helped to build circulation and widened the field of newspaper advertising. Tv will do the same, he predicted. "Television cannot do a complete job of news reporting—not even as complete as radio," he said. "The newspaper remains the one place where you can get news when you want it."

CBWT (TV) to Start in June; CHCH-TV on Dry Run Schedule

CANADIAN Broadcasting Corp. has announced that CBWT (TV) Winnipeg will begin operation June 1 as a non-interconnected station of the CBC Television network. It will operate on ch. 4. The only operating tv station in western Canada, it will be

CANADA

considered for regional discount purposes as comprising the prairie region of the network with Class A rates at $160 per hour. Station spot hour rate will be $200, Class A.

High winds prevented CHCH-TV Hamilton, Ont., from commencing operations in April as planned, K. D. Soble, president and general manager, said in a letter to advertisers and agencies. He reported that the 454-foot wave stack antenna was delivered by Dominion Bridge Co. Dry run schedules began April 25 on a simulation of the station's 11-hour daily schedule. No new target date was announced.

Elliott-Haynes Survey Shows Auto Radios Increase

BOTH the number of passenger cars and passenger cars with radios were up in April 1954

CANADA

over 1953, according to the first of the 1954 surveys on auto radio listening in the 12 key Canadian markets, just released by the Elliott-Haynes Ltd. research organization. In most centers, the survey showed, car radio listening definitely is on the increase in Canada.

Bustin' Out-all over!

Man — and Woman — WIOD's 4-County Market looks good in SALES MANAGEMENT's May 10 "SURVEY OF BUYING POWER." We're bustin' out in Effective Buying Income, Retail Sales and Population. Take a good look!

We'll be hearing from you?

National Rep.,
George P. Hollingbery Co.

WIOD
Established January 18, 1926

5,000 WATTS
610 KC • NBC Affiliate
James M. LeGate, *General Manager*

WBZ-WBZA BROCHURE

"LET'S Tap a Billion Dollar Summer Market" is the title of a brochure WBZ-WBZA Boston-Springfield is issuing to agencies and advertisers interested in the spending habits of native New Englanders and visitors to that area. The brochure, illustrated by cartoons and graphs, points out that WBZ-WBZA will be heard by 85% of the vacationists who will spend one billion dollars in New England in 1954—(New England Council estimate) 90% of it during June, July, August and September. The brochure calls New England "The area with the greatest potential for summer selling in the U. S.," and WBZ-WBZA, "the medium with the greatest potential for selling in New England." The brochure is available to agencies and advertisers on request to the station at 1170 Soldiers Field Road, Boston 34.

TOP NEWS COVERAGE

THE ROOF of the 26-story NBC Building in Cleveland was used for a unique commercial and news program on May 6, according to WNBK (TV) there, when station cameras were perched atop the NBC structure. The panoramic view of Cleveland which included downtown, residential and lake front areas, was used for the setting for a commercial for sponsor East End Carpet Co. and for background setting for the resume of the 6:45-7 p.m. local news.

'MAN WHO WAS THERE'

A MEMBER of an anti-communist group working to stop communist activities, and who for 20 years was a fugitive from the Communists in Russia, appeared on George Grim's *The Man Who Was There* program over KSTP-TV Minneapolis-St. Paul. Peter Ivanov, now a salesman and a Minneapolis resident and who spent five years in a Siberian prison camp, discussed his experiences, providing first-hand information for the tv audience, according to KSTP-TV.

MILITARY TALENT CONTEST

TALENTED servicemen from Washington area military bases will compete each Monday in a nine-week talent contest on WNBW (TV) that city's *Inga's Angle* program. Each week one act will be presented by Inga, WNBW's fashion and beauty expert, and will be judged by a ward of hospitalized veterans at the Bethesda Naval Hospital who will keep a cumulative score on the contestants, allowing 20 points for talent, 10 for poise and appearance and 5 for audience reaction. Cyna watches, made especially for servicemen, will be presented to the three top winners. In the event a winning serviceman is transferred, his prize will be forwarded. Winners will be announced on the program June 30.

TV NEWS DRAMATIZATIONS

IMPORTANT events in the news and human interest stories make up a new program, *FYI* (For Your Information), started April 29 by WBKB (TV) Chicago in cooperation with the *Chicago American*. Program moderator Austin Kiplinger presides over the dramatization of three news developments on each program, with public figures or private citizens as star personalities. The station utilizes visual effects to duplicate, where possible, the setting in which the event occurred. Program seeks to recount events with help of people who make news and the reporter who covered the story.

The Texans Saved The Little Gal

WHEN the Scott Paper Co. in a change of advertising appropriations dropped KCBD-TV Lubbock, Tex., as one of 18 stations from its list of NBC-TV affiliates carrying Scott's *My Little Margie*, the company failed to reckon with the station's staff.

The KCBD-TV men felt they had to protect their seven-months investment of concentrated promotion for Scott Paper products. And besides, from their promotion work they knew that *My Little Margie* was one of the best liked tv shows in the 53,804-set area.

The show had been introduced Sept. 10, 1953, the station said, and immediately became a hit in the 34-county "South Plains" area of west Texas and New Mexico. KCBD-TV had heralded the show for weeks with tv spot announcements and newspaper ads, and more than 500 retail outlets were sent postcards describing the show's impact.

The mailings and the show brought an immediate increase in orders and new accounts for Scott Paper products and KCBD-TV's staff worked closely with Scott's Lubbock representative, Don E. Penfold, on advertising and promotion to obtain maximum sales from money spent, KCBD-TV said. The KCBD-TV staff discovered buying habits, which were used in promoting the Scott Paper products. KCBD-TV made giant posters for use on Scott Tissue displays.

The posters, with a picture of Gale Storm and Charles Farrell, stars of *My Little Margie*, gave Scott's Mr. Penfold a handy sales tool and furnished a memory device to the housewife.

Furr's Super Markets (31 retail outlets) and Piggly Wiggly (19 retail outlets), which handle 80% of total retail grocery business for the area, were unprepared for the effects of the tv show when it arrived and had more demands for Scott Paper products than they could handle.

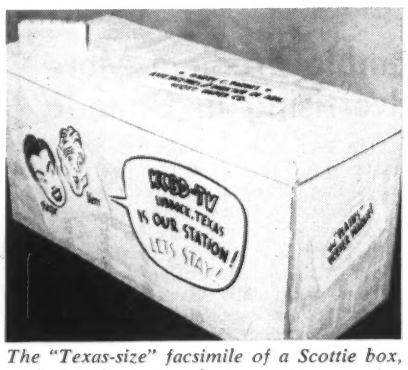
The Piggly Wiggly chain had received its first order of Scotties (facial tissues) in January 1953, but they moved very slowly through the first, second and third quarters. The firm decided in the third quarter not to re-purchase, says P. T. Glazner, buyer. "Unfortunately we took this measure at a time when the Scott Paper Co. started the *My Little Margie* show in this market."

Thus, Piggly Wiggly was unable to cash in on the initial demand created by the *Margie* show and received only token shipments afterward and soon was out of stock.

Jack O. Stone, advertising and promotion manager for Furr's Super Markets' 31 outlets, said his organization did not put Scotties on its shelves until Feb. 16, 1954. Less than a month later Furr's had tripled orders.

Then before the show of March 24, 1954, it was announced the show would be canceled April 14.

"Reaction from viewers was tremendous,"



The "Texas-size" facsimile of a Scottie box, stuffed with viewers' letters urging retention of the show.

KCBD-TV reported. Within 45 minutes of the announcement 135 telephone calls had protested dropping of the show. KCBD-TV then went on the air with four 20-second announcements asking for viewer requests to keep the show and explaining that cards and letters might do the job. A total of 4,949 requests to keep the show came in, representing about 20% of set owners in the area.

Jack Tippitt, KCBD-TV staff artist, constructed a giant "Scottie" box which was mailed to Harry Pardee, assistant vice president and advertising director of Scott Paper Co. As a clincher a brochure carrying all merchandising cooperation by KCBD-TV was mailed to Scott. It included the direct mail pieces, pictures of the posters, affidavits of the mail popularity count, tv announcements and newspaper ads and letters from the two grocery chains regarding retail sales.

The Piggly Wiggly letter said the firm's largest order had been placed with the Scott Paper Co. and again it has sold out. The Furr's Super Markets' letter indicated reorders of Scotties are being made.

The impact of the KCBD-TV promotional efforts had its effect. Mr. Pardee described the promotion as "the most outstanding I've ever seen by a radio or tv station—the best selling job I've witnessed."

He also said the Scott Paper Co. was in no better position to increase its advertising expenditures than when the show originally was cancelled, but because of KCBD-TV's outstanding selling job he wanted the station's staff on the Scott selling team—and that the show would be continued.

Real Estate on WGN-TV

PLAN enabling real estate firms to showcase houses for prospective buyers at low station advertising rates has been instituted by WGN-TV Chicago.

The station is running a tv directory of homes for sale between its Sunday 9-10 a.m. feature film segments, with firms invited to buy minute spots each for $40 —"less than a third what the usual advertiser pays for such an announcement." Homes are shown and highlights of offer given. The cost covers two slides, the announcer and time.

"Television can do a job for you, just as it has for thousands of other advertisers," Ted Weber, WGN-TV sales manager, has informed real estate owners. "No other medium offers the impact and results of tv's sight and sound."

GENEVA CONFERENCE COVERAGE

SPECIAL coverage of the Geneva Conference was carried by all radio and television networks. Developments at the conference were carried on regularly scheduled newscasts on radio, supplemented by remote pick-ups from Geneva. Newsfilms of the deliberations were presented on news programs, with ABC-TV, NBC-TV and CBS-TV having arranged for on-the-spot coverage.

WWDC BIRTHDAY GIVEAWAY

TO ALLOW the radio audience to share in its 13th birthday celebration, May 3, WWDC Washington departed from the usual open-house, cake-cutting ceremonies and substituted a $3,000 give-away day. "Lucky numbers" were spotted through all programs, worth from $13 to $513. The numbers ranged from four to eight digits and the first person within a 24-hour period who presented a dollar bill with a serial number that corresponded to the announced number was judged a winner.

WTTM BANK BROADCASTS

WTTM Trenton's 9:55 a.m. weekday news program, produced in cooperation with the Bristol (Pa.) *Daily Courier*, and previously aired from that newspaper's newsroom, was transferred to the main window of sponsor Bristol Trust Co.'s new branch bank in Levittown. The news is broadcast via a microphone inside the main window of the bank and in addition to station coverage, the broadcast is fed by loud speaker to people in the new Levittown shopping center. The news, gathered by the news staff of the *Daily Courier*, is announced by Gene Feeney, local newscaster.

FIRE FIGHTING FEATURE

MILWAUKEE tv viewers were given an opportunity to study the fire department's equipment and fire fighting methods during a 13-week feature on WTMJ-TV's *Time Out With Thomas* program. The series, emceed by Gordon Thomas, was climaxed by two remote telecasts, one from the fire department's training school and the other aboard a fireboat in the Milwaukee River. The series, arranged through the cooperation of Fire Chief Edward E. Wischer, gave viewers a complete picture of fire fighting methods, according to WTMJ-TV, and was designed so that the public could benefit from the demonstrations.

STATION MARKET REPORTS

MARKET reports on WATE-TV Knoxville Tenn., and WGAN-TV Portland, Me., were distributed last week by the television division of Avery-Knodel Inc. to advertising agencies and national advertisers through the country. Data on the Knoxville market and WATE-TV (formerly WROL-TV) is contained in a report titled "Growing . . . Growing . . . Grown!" It points to the growth of the Knoxville mart, gives county-by-county market data within the station's coverage area, and compares time purchases on WATE-TV with other media. The second report, called "There's a New Television Picture in the Portland, Maine, Market," gives information about WGAN-TV and the market it will cover when the station goes on the air on May 16 as a primary CBS-TV affiliate. Avery-Knodel, which represents the television stations, notes in the report that national advertisers may call on the firm to help work out their individual marketing problems.

DAIRY CONFERENCE COVERAGE

KWKH Shreveport, La., in cooperation with the schools of Agriculture of the U. of Arkansas, L.S.U. and Texas Agricultural & Mechanical College, presented the first annual Ark-La-Tex Dairy Conference in Shreveport on April 15. The purpose of the event was to provide dairy farmers in the tri-state area, served by KWKH, with information which would help them through the current price squeeze. The program was arranged by dairymen and extension workers from Arkansas, Louisiana and Texas, and attracted more than 300 persons, according to KWKH.

WLW 'DIXIELAND MARATHON'

WLW Cincinnati sponsored a "Dixieland Marathon" Saturday, May 8, at Cincinnati Gardens (capacity 14,000), which ran from 3:00 p.m. continuously until 2:00 a.m. Sunday. Five different jazz bands were used, including the George Lewis aggregation from New Orleans. The ticket prices were scaled from 50 cents to $1.50, according to that station.

CBS STUDIO ATTENDANCE

MORE than 250,000 persons saw radio shows at CBS Radio Columbia Square studios in Hollywood in less than four months of 1954, according to figures compiled by Muriel Horner, director of ticket distribution.

MARCIANO-CHARLES COVERAGE

HEAVYWEIGHT championship fight between Rocky Marciano and Ezzard Charles will be carried on theatre television exclusively, it was announced by James D. Norris, president of the International Boxing Club and Nathan L. Halpern, president of Theatre Network Television Inc., N. Y. The bout, scheduled for June 17 at New York's Yankee Stadium, is to be the tenth to be shown on theatre television only, all produced and distributed by TNT. It will be telecast coast-to-coast, with "blackouts" imposed in the New York and New England areas. Gillette Safety Razor Co., through Maxon Inc., N. Y., will sponsor the exclusive broadcast over full ABC Radio Network plus Canadian Broadcasting Corp. from 10 p.m. EDT to conclusion.

CAR RACES TELEVISED

STOCK car races from Denver's Lakeside Amusement Park are being televised every Sunday night by KLZ-TV in that city, according to Clayton Brace, program director. The racing action will be picked up by mobile cameras, flashed to the studios by a remote control unit and will go on the air for a half-hour show. A special racing "preview" to acquaint viewers with the sport, was televised before the start of the series.

NBC-TV COMEDY-QUIZ

NEW comedy-quiz program featuring filmed highlights from current motion picture attractions will premiere on NBC-TV on May 15. Titled *Your Lucky Stars* (Sat., 8-8:30 p.m. EDT), programs will present three pairs of contestants striving to win up to $300 and chance to try for $500 bank night bonus by identifying motion picture scenes accurately. Bill Cullen will emcee the program.

WLS SLOGAN CONTEST

PRIZE winners of WLS Chicago's "Good Health Poster-Slogan Contest," conducted on its *School Time* program, will be announced May 13. About 8,000 posters were submitted to the station by school children of Illinois,

CHNS

HALIFAX NOVA SCOTIA

A **CAPITAL** Station

In A **CAPITAL** City gets

You **CAPITAL** Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

save

on your

Transcription Library!

Buy and own your own library outright. Available either as a complete basic or your own selection of a partial . . .

on our new

low cost family plan!

Send for details and rates

STANDARD

RADIO TRANSCRIPTION SERVICES, INC.

360 N. Michigan Ave., Chicago 1, Ill.

KTVQ (TV) Turns Booster

KTVQ (TV) Oklahoma City entered into an agreement whereby the uhf ch. 25 outlet is carrying Monday and Tuesday night home games of the Oklahoma City Indians baseball club in return for promoting the pre-season sale of ticket books. The "Tv Booster Books" were sold by the station and the local YMCA Junior Baseball program, with the latter receiving a percentage of the tickets sold.

The signal is being brought by microwave relay link to the station instead of the KTVQ transmitter from the ball park a mile and a half away, so that commercials for the sponsor, Thrift-T-Wise Food Stores, can be integrated at the KTVQ studios.

Indiana, Wisconsin and Michigan. Twenty prizes will be awarded, with a Philco automatic clock radio to be offered to the grand prize winner. Now on display in station S studio C, posters will be displayed later at various locations in Chicago. Judges will be Sidney Wells, vice president, McCann-Erickson, and Dr. Herman Bundeson, president, Chicago Board of Health.

WGH 'PARADE' COVERAGE

WGH Hampton, Va., claims to have presented the only live coverage of General Motors' "Parade of Progress" show when that station's special events dept., originated nine quarter-hour programs from the 33 exhibits lining the show's "midway" during its four-day stay at Forman Field. WGH reports working in close conjunction with local GM dealers throughout the Tidewater area and John Ryan, "Parade of Progress" general manager, attributed credit for much of the 40,000 attendance to promotional efforts of WGH. Thirteen GM dealers from Portsmouth, Hampton, Warwick, Newport News and Norfolk sponsored program segments.

LAW PROBLEM SERIES

LEGAL problems, based on California cases, make up the format for a six-day five minute series which made its debut one week ago over KCBS San Francisco. *Point of Law*, written by Michael Lipman and produced by Norman Kramer, is designed to alert Californians to dangerous legal situations and show them how to combat them.

WFIL-TV CONTEST RECORD

A RECORD 75,000 letter and postcard entries were received in WFIL-TV Philadelphia's "Stop Look & Listen" contest, which was conducted by station personality Tom Moorehead. A New Jersey housewife used her home address number to advantage in guessing closest to the number of beans in a jar and thereby won the top prize, a 1954 Nash Metropolitan. The contest coincided with the unveiling of the automobile in the Philadelphia area.

ELLERY QUEEN PROMOTION

TELEVISION Programs of America, N. Y., and *The American Weekly* have united forces in a promotional tie-up to publicize TPA's *Adventures of Ellery Queen*, tv film series and fiction stories centering around the magazine detective. The agreement covers all phases of promotion from cross-plugs on tv shows and in magazines to cooperating in advertising on both national and local level.

WRTV (TV) Boosts Movies

WRTV (TV) Asbury Park, N. J., owned by the Walter Reade interests, is being used extensively to promote motion pictures playing in the Walter Reade Theatres. The tv station, a spokesman reported, was utilized effectively in the recent promotion of Walt Disney's "Pinocchio" and United Artists' "Shark River," with performers from the motion pictures making personal appearances on television. In addition, Walter Reade Theatres sponsor a daily five-minute *What's Playing?* program on the station, in which use is made of film clips and slides.

HOW MUCH For LIBEL or SLANDER ?
BEST ANSWER— OUR UNIQUE SPECIAL INSURANCE Covering this and related hazards—it's surprisingly INEXPENSIVE
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Station Authorizations, Applications
(As Compiled by B • T)

April 29 through May 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,532	530	101
CPs on air	7	25	†284
CPs not on air	129	15	190
Total on air	2,539	555	385
Total authorized	2,668	570	575
Applications in hearing	129	4	183
New station requests	163	3	72
Facilities change requests	133	19	25
Total applications pending	883	108	249
Licenses deleted in March	0	4	0
CPs deleted in March	0	0	11

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

• • •

Am and Fm Summary through May 5

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,552	2,540	143	163	129
Fm	557	532	38	5	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	234	305	539[1]
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	253	121	374
Noncommercial on air	2	3	5

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	917	337	710	525	1,236[3]
Educational	53		27	26	53[3]
Total	970	337	737	551	1,289[4]

[1] Seventy-one CPs (12 vhf, 59 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 568 already granted.

• • •

ACTIONS OF FCC

New Tv Stations . . .

APPLICATION

Parma-Onandaga, Mich.—Booth Radio & Tv Stations Inc. (WBKZ-TV Battle Creek, Mich.) vhf ch. 10 (192-198 mc); ERP 188.8 kw visual, 105.7 kw aural; antenna height above average terrain 1017 ft., above ground 1075 ft. Estimated construction cost $558,442, first year operating cost $350,000, revenue $360,000. Post Office address: 700 Buhl Building, Detroit. Studio location: 2511 Kibby Rd., Summit Twp., Jackson, Mich. Transmitter location: 2470 W. Michigan Ave., R.F.D. 2, Parma. Geographic coordinates 42° 16′ 42″ N. Lat., 84° 37′ 41″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer **John L. Booth** (71.5%); **Mrs. John L. Booth** (14%); **John L. Booth II** (10.93%), and **Ralph H. Booth II** (3.56%). Booth Radio and Tv is permittee of WSBM-TV Saginaw, Mich., and owner of WBBC Flint, WJLB Detroit, WSGW Saginaw and has purchased WIBM Jackson, Mich., subject to FCC approval. Applicant proposes to surrender its permit for uhf ch. 64 WBKZ-TV upon grant of this application. Filed April 28.

APPLICATIONS AMENDED

Boston, Mass.—Post Pub. Co. amends bid for tv station on vhf ch. 5 to change transmitter location to 225 Needham St., Newton, Mass.; antenna height above average terrain 1,000 ft. Filed May 4.

Parma, Mich.—Jackson Bcstg. & Tv Corp. amends bid for new tv station on vhf ch. 10 to change ERP to 230 kw visual, 115 kw aural; transmitter location to U. S. 12, 1.45 miles W of Parma; studio location to 400 N. Jackson St., Jackson, Mich. Filed May 4.

San Antonio, Tex.—KCOR Inc. amends bid for new tv station on uhf ch. 41 to change ERP to 18.71 kw visual, 9.36 kw aural; antenna height above average terrain 377.5 ft. Filed May 4.

Bluefield, W. Va.—Daily Telegraph Printing Co. amends bid for new tv station on vhf ch. 6 to change ERP to 50.122 kw aural, 28.146 kw aural; transmitter location to approximately 2.3 miles S, 71° 31′ E from U. S. Post Office in Bluefield; antenna height above average terrain 1,225 ft. Filed April 29.

Bluefield, W. Va.—Southern W. Va. Tv Inc. amends bid for new tv station on vhf ch. 6 to change studio location to College Drive and Leatherwood Lane, near Bluefield; transmitter location to U. S. Route 21 and 52, near Bluefield; antenna height above average terrain 1,000 ft. Filed April 29.

APPLICATION DISMISSED

New York, N. Y.—WNEW Inc. FCC dismissed bid for new tv station on uhf ch. 31 at request of attorney. Dismissed May 4.

Existing Tv Stations . . .

ACTIONS BY FCC

WMSL-TV Decatur, Ala.—Tenn. Valley Bcstg. Co. seeks modification of CP for uhf ch. 23 to change ERP to 15.5 kw visual, 8.32 kw aural; transmitter and studio location to 703 Bank St., Mutual Savings Life Ins. Bldg., Decatur. Granted April 26; announced May 4.

Hartford, Conn. — General-Times Tv Corp. granted modification of CP for uhf ch. 18 to change transmitter location to On Talcott Mt., 3.85 miles SE of Avon Village, Deercliff Rd., Avon; studio location to 555 Asylum St., Hartford; ERP to 163 kw visual 85.2 kw aural; antenna height above average terrain to 640 ft. Granted May 5.

WOBS-TV Jacksonville, Fla.—Southern Radio & Equipment Co. seeks modification of CP for uhf ch. 30 to change ERP to 18.2 kw visual, 11 kw aural; transmitter location to Linder St. & Jernigan St., Jacksonville; antenna height above average terrain 430 ft. Granted April 30; announced May 4.

KOAT-TV Albuquerque, N. M.—Alvarado Tv Co. granted modification of CP for vhf ch. 7 to change ERP to 25.1 kw visual, 12 kw aural; antenna height above average terrain 540 ft. Granted April 27; announced May 4.

KLTV (TV) Tyler, Tex.—Lucille Ross Lansing seeks modification of CP for vhf ch. 7 to change studio and transmitter location to Kilgore Hwy. & Farm & Market Rd.; change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 520 ft. Granted April 29; announced May 4.

STATIONS DELETED

WSGN-TV Birmingham, Ala.—Jemison Bcstg. Co. FCC deleted tv station on uhf ch. 42 at request of applicant. Deleted April 30.

WSJL (TV) Bridgeport, Conn.—Harry L. Liftig. FCC deleted tv station on uhf ch. 49 for failure to prosecute. Deleted April 28.

WJRE (TV) Indianapolis, Ind.—Marion Bcstg. Corp. FCC deleted tv station on uhf ch. 26 at request of applicant. Deleted May 3.

CALL LETTERS ASSIGNED

WOPT (TV) Chicago, Ill.—WOPA-TV Inc. uhf ch. 44.

KWK-TV St. Louis, Mo.—KWK Inc. vhf ch. 4.

WNSC-TV Gastonia, N. C.—Air-Pix Corp. uhf ch. 48.

WFRV-TV Green Bay, Wis.—Valley Telecasting Co. vhf ch. 5.

APPLICATIONS

WTIK-TV Durham, N. C.—Durham Bcstg. Enterprises Inc. seeks modification of CP for vhf ch. 11 to change studio location to 1730 Newton Rd., E. side of Newton Rd., Durham. Filed May 4.

WNAO-TV Raleigh, N. C.—Sir Walter Raleigh Tv Co. seeks modification of CP for uhf ch. 28 to change ERP to 182 kw visual, 102 kw aural; antenna height above average terrain 463 ft. Filed May 4.

KSWO-TV Lawton, Okla.—Oklahoma Quality Bcstg. Co. seeks modification of CP for vhf ch. 7 to change ERP to 8.95 kw visual, 4.48 kw aural; antenna height above average terrain 541 ft. Filed May 4.

New Am Stations . . .

ACTIONS BY FCC

Grafton, N. D.—KVOX Bcstg. Co. (KVOX Moorehead, Minn.) granted 1370 kc, 1 kw unlimited directional night. Post office address: 403 Center Ave., Moorehead, Minn. Estimated construction cost $22,708, first year operating cost $28,000, revenue $36,000. Principals include President **E. J. McKeller** (51.2%); Vice President **Manny Marget** (2%); Secretary **Franklin J. Van Osdel** (1.2%), and Treasurer **William Stern** (2.4%). Granted May 5.

Plymouth, Wis.—Arthur J. Gerber, Harold G. Steinke, Clair G. Burrill and Willard C. Fischer d/b as Eastern Wisconsin Bcstg. Co. granted 1420 kc, 500 w daytime. Estimated construction cost $13,976.17, first year operating cost $30,000, revenue $41,000. All principals in the general partnership are local businessmen. Post office address: % C. C. Burrill, P. O. Box 147, Plymouth. Granted May 5.

APPLICATIONS

Oxnard, Calif.—J. Claude Warren, Paul E. Wilkins & J. Q. Floyd d/b as Pacific Bcstrs. 1220 kc, 250 w daytime. Post office address: 16447 Georgia Ave., Paramount, Calif. Estimated construction cost $40,000, first year operating cost $35,400, revenue $52,000. Principals in partnership include **J. Claude Warren** (⅓), engineer KFOX Long Beach, Calif.; **Dr. Paul E. Wilkins** (1/3), optometrist, and **J. Q. Floyd** (1/3), 1/3 owner KFFA Helena, Ark. Filed April 27.

Duluth, Minn.—Charles B. Persons, 1450 kc, 250 w unlimited. Post office address: 2219 Vermillion Rd., Duluth. Estimated construction cost $12,200, first year operating cost $36,000, revenue $42,000. **Mr. Persons,** consulting engineer and Director of Engineering for Arrowhead Network will be sole owner. Filed April 23.

Gulfport, Miss.—John Edward Breeland, 1390 kc, 1 kw w daytime. Post office address: 316 E. Beach St., Long Beach, Miss. Estimated construction cost $28,040, first year operating cost $36,500, revenue $65,000. Mr. Breeland deals in real estate and will be sole owner. Filed May 3.

Yankton, S. D.—Yankton Bcstg. Co. 1450 kc, 250 w unlimited. Post office address: c/o James L. Cope, 127½ W. 3rd St., Yankton. Estimated construction cost $20,622, first year operating cost $42,000, revenue $52,000. Principals include President-Treasurer **William M. Smith** (40%), real estate development; Vice President **Doris J. Smith** (56%), and Secretary **James L. Cope** (4%), attorney. Filed April 29.

APPLICATIONS AMENDED

Kissimee, Fla.—Emerson W. Browne tr/as Radio Station WEWB amends bid for new am station on 1450 kc 250 unlimited to specify 1220 kc daytime. Filed May 4.

Newburyport, Mass. — Sherwood J. Tarlow amends bid for new am station on 1340 kc 250 w unlimited to specify 1470 kc 500 w daytime. Filed May 4.

Forrest, Miss.—Ruth E. Hook and William E. Farrar d/b as Scott County Bcstg. Co. amends bid for new am station on 550 kc 1 kw daytime to specify 860 kc 500 w. Filed April 27.

Existing Am Stations . . .

ACTIONS BY FCC

KLAM Cordova, Alaska—Northern Light Bcstg. Corp. granted modification of CP to change specified hours of operation to 7:30 a.m. to 9:30 a.m. daily; 5 p.m. to 10 p.m. daily; 5 p.m. to 10 p.m. Sunday. Granted April 27; announced May 4.

WBYS Canton, Ill.—Fulton County Bcstg. Co. granted authority to sign off at 5:30 p.m. April 21 through Oct.1. Granted April 30; announced May 4.

WLYN Lynn, Mass.—Puritan Broadcast Service Inc. granted authority to sign off at 6:30 p.m. during the period of local daylight saving time and not later than Sept. 30. Granted April 30; announced May 4.

KXLW Clayton, Mo.—KXLW Inc. granted authority to sign off at 6:30 p.m. rather than irregular hours designated in license for the period May 1 to Sept. 25. Grantd April 30; announced May 4.

WBUD Trenton, N. J.—Morrisville Bcstg. Co. granted CP to change from 1 kw unlimited to 5 kw daytime, 1 kw night, directional. Granted May 5.

WKBS Oyster Bay, N. Y.—Key Bcstg. System Inc. granted authority to sign off at 6 p.m. April 25 until move to Mineola, N. Y., is completed. Granted April 27; announced May 4.

WLYC Williamsport, Pa.—Lycoming Bcstg. Co. granted authority to sign off at 7 p.m. during May through August except when carrying a baseball game. Granted April 26; announced May 4.

WKLV Blackstone, Va.—Blackstone Bcstg. Corp. granted modification of license from unlimited to specified hours with sign off time at 7:15 p.m. on 1490 kc 250 w. Granted May 5.

WLIP Kenosha, Wis.—William L. Lipman granted authority to sign off at 6 p.m. during April-August. Granted April 26; announced May 4.

APPLICATIONS

WSIM Salem, Ind.—Don H. Martin seeks CP to change from 1220 kc 250 w to 1150 kc 1 kw. Filed April 27.

WACR Columbus, Miss.—J. W. Furr seeks CP to increase power from 250 w to 1 kw on 1050 kc. Filed May 3.

WKMT Kings Mt., N. C.—J. C. Greene Jr., and R. H. Whiteside d/b as Southern Radiocasting Co. seeks CP to increase power from 500 w to 1 kw. Filed May 3.

WCOJ Coatesville, Pa.—Chester County Bcstg Co. seeks CP to change from 1 kw daytime to 5 kw unlimited, directional night. Filed April 29.

Existing Fm Stations . . .

ACTIONS BY FCC

KALW (FM) San Francisco, Calif.—Board of Education S. F. Unified School District granted CP to change ERP to 3.5 kw, antenna height above average terrain 70 ft. Granted April 26; announced May 4.

WBUZ (FM) Oakland, Md.—Chesapeake Bcstg. Co. granted CP to change ERP from 18 to 16.5 kw; antenna height above average terrain from 160 ft. to 300 ft. Granted May 5.

STATION DELETED

WMCK - FM McKeesport, Pa. — Radiophone Bcstg. Co. FCC granted request to cancel license and delete fm station on ch. 285. Deleted April 28; announced May 4.

Ownership Changes . . .

ACTIONS BY FCC

KILA Hilo, Hawaii—John D. Keating & J. Elroy McCaw d/b as The Island Bcstg. Co. granted voluntary assignment of license to James Emile Jaeger for $25,000. Mr. Jaeger is KILA station manager. Granted April 29.

KOY-TV Phoenix, Ariz.—KOY Bcstg. Co. granted voluntary assignment of CP for share time on vhf ch. 10 to sharetimer KOOL-TV for $200,000. Principals include **Gene Autry** (20%), movie-tv star, 48% owner KOPO-AM-TV Tucson, 48% KNOG Nogales, and 70% KOLD Yuma, all Ariz., and 51% KMPC Los Angeles; **Tom Chauncey** (20%) and **Frank Beer** (5%). Granted May 5.

KRCH Hot Springs, Ark.—Garland Radio & Tv Corp. granted assignment of license to Hot Springs Radio Bcstg. Inc. for $19,400. Principals include **Walter Y. Cleveland** (50%), 25% stockholder KCRV Caruthersville, Mo.; President **J. Eric Taylor** (25%), 50% stockholder KCRV, and Secretary **Robert L. Harrison** (25%), manager and 25% stockholder KCRV. Granted May 5.

KDAS Malvern, Ark.—Malvern Bcstg. Co. granted transfer of negative control to Charles W. Perry Jr. and Raymond E. Peebles through sale of 50% interest for $19,001. Granted May 5.

KBMX Coalinga, Calif.—Rea D. Bowman & Benjamin Bowman d/b as Pleasant Valley Radio Co. granted voluntary assignment of license to Harry L. Brown & Clifford S. Lantz d/b as Westside Bcstg. Co. for $8,000. Principals in general partnership include Harry R. Brown (½), former KBMX station manager, and Clifford S. Lantz (½), former engineer KREO Indio, Calif. Granted May 5.

• *schafer economy model* see it at the NARTB convention

remote control for $995

paul schafer
custom engineering
2279 ALLESANDRO STREET
LOS ANGELES 39, CALIFORNIA
TELEPHONE: NOrmandy 2-2161

WTVH-AM-TV Peoria, Ill.—Hilltop Bcstg. Co. granted voluntary transfer of control to The Peoria Journal Star Inc. through purchase of 55% interest for $55,000 and assumption of obligation for $155,000 from Hugh R. Norman and Edward C. Schoede. Principals include President **Carl P. Slane** (11%); Executive Vice President **Henry P. Slane**; Treasurer **L. A. Welch**; Secretary **W. L. Rutherford**; **Commercial National Bank, Carl P. Slane & Elizabeth P. Talbott,** co-trustees under will of Henry M. Pindell (53%); First National Bank, trustee under will of Fannie G. Baldwin (28%). Granted April 29.

WKID-AM-FM Urbana, Ill.—Robert E. J. Snyder & Gene W. Phillippe d/b as Sterling Bcstg. Co., granted voluntary assignment of license to WKID Bcstg. Co. for $72,500. Principals include President **Donald T. Harding** (22%), sales department of Edward Petry & Co., Chicago, station representative; Vice President-Treasurer **Allen H. Embury** (22%), president-20% stockholder KPIG Cedar Rapids, Iowa; Vice President **Jerry Glynn Jr.** (22%), salesman AM Radio Sales Co., Chicago; Vice President **George W. Lyons** (22%), salesman CBS Radio Network, and Secretary **William T. Firman** (12%), CBS Salesman. Granted April 29.

WKHM Jackson, Mich.—Jackson Bcstg. & Tv Corp., granted voluntary assignment of license to new corporation with same name. Application is for merger with Parmavision Inc. to finance construction and operation of proposed new tv station on vhf ch. 10. Principals include President **Frederick A. Knorr**, Vice President **Harvey R. Hansen**, and Secretary-Treasurer **William H. McCoy** who will each now own 21.9% interest. There are 21 other minor stockholders. Granted May 5.

KPBM Carlsbad, N. M.—Coronado Bcstg. Co., granted involuntary transfer of control to Hazel M. McEvoy, individually (40.47%) and as executrix (26.19%) of the estate of Maurice F. McEvoy, deceased. Granted April 30.

WMOA Marietta, Ohio—William G. Wells granted voluntary assignment of license to William G. Wells & R. Sanford Guyer d/b as Marietta Bcstg. Co. through sale of 20% interest by Mr. Wells to Mr. Guyer for $18,000. Granted April 29.

WUTV (TV) Youngstown, Ohio—Albert S. Polan et al d/b as Polan Industries granted assignment of CP for uhf ch. 21 to uhf ch. 73 WFMJ-TV there for $76,600. Grant is subject to condition that CP of WFMJ-TV be surrendered. Granted May 5.

KMPT (TV) Oklahoma City, Olka.—KLPR Tv Inc. granted assignment of CP for uhf ch. 19 to Everett E. Cotter, trustee and receiver. Granted April 27; announced May 4.

WCOJ Coatesville, Pa.—Chester County Bcstg. Service, granted voluntary acquisition of negative control by William S. Halpern and Louis N. Seltzer through purchase by corporation of ½ interest of Mr. Richard Scully Jr. for $21,500. Messrs. Halpern and Seltzer will each now own 50% interest. Granted April 29.

KQV Pittsburgh, Pa.—Allegheny Bcstg. Corp. granted transfer of control (54.33%) to Earl F. Reed and Irwin D. Wolf as voting trustees. Granted May 5.

KJIM Beaumont, Tex.—KPBX Bcstg. Co. granted transfer of control to former owners J. M. Gilliam and Walker Saussy under contract election to terminate purchase plan. Granted May 5.

KEVA Shamrock, Tex.—Albert Cooper, James Daniel Abbott and Robert J. Beller d/b as Shamrock, Texas Bcstg. Co. granted voluntary assignment of license to new partnership through sale of 60% interest by James D. Abbott for $18,000. Mr. Cooper purchases 20% and will now own 40% interest. Mr. Clark and Merita Bumpers purchase 40%. Granted April 29.

KFST Ft. Stockton, Tex.—V. T. Anderson, E. W. Anderson, Clyde E. Thomas and George T. Thomas d/b as Ft. Stockton Bcstg. Co. granted assignment of CP for new am on 860 kc to Clyde E. Thomas and George T. Thomas d/b as Ft. Stockton Bcstg. Co. for $3,000. Messrs. Clyde and George Thomas will each own 50% interest. Granted May 5.

APPLICATIONS

WGWD Gadsden, Ala.—Etowah Bcstrs. Inc. seeks voluntary transfer of control to Joe L. Moore & Co. through sale of all stock for $57,500. Principals include President **Joe L. Moore** (71.6%), Vice President **Jack Fox** (2%), and Secretary-Treasurer **Arthur C. Howard Jr.** (25.2%). All are associated in real estate and insurance. Filed April 30.

KTYL-TV Mesa, Ariz.—Harkins Bcstg. Inc. seeks voluntary assignment of CP for vhf ch. 12 to KTAR Phoenix, Ariz. KTAR leases land and building for 5 year period at $630 per month and assumes obligations totalling $251,000. KTAR owns 85.8% of KVOA-AM-TV Tucson, 98% KYUM Yuma, and 95.2% KYCA Prescott, Ariz. Principals include President **Richard O. Lewis** (17.47%) and **John L. Lewis and family** (68.23%). Filed April 30.

KTLO Mountain Home, Ark.—Mountain Home Bcstg. Corp. seeks voluntary transfer of control to Arvin Stricklen, Loyd Stricklen and Marie G. Stricklen through sale of all stock for $30,000. Principals include **Arvin Stricklen** (98%), former announcer-engineer KWPM West Plains, Mo.; **Loyd Stricklen** (1%), accountant, and **Marie G. Stricklen** (1%). Filed April 27.

WWGS Tifton, Ga.—Tifton Bcstg. Corp. seeks voluntary transfer of control to Ralph N. Edwards through purchase of 85% interest from Walter A. Graham and James E. Graham for $75,000. Mr. Edwards is general manager of Fitzgerald, Ga. department store. Filed April 30.

WGAA Cedartown, Ga.—Timm Inc. seeks voluntary assignment of license to J. Franklin Proctor and T. Frank Proctor d/b as Polk County Bcstg. Co. for $39,000. Principals in partnership include **J. Franklin Proctor** (50%), announcer-engineer WWGS Tifton, Ga., and 50% owner of applicant for new am station on 1490 kc at Quitman, Ga., and his father **T. Frank Proctor** (50%), Grady County, Ga. tax commissioner. Filed April 29.

WCOP-AM-FM Boston, Mass. — Thomas B. Baker, Jr., A. G. Beaman & Roy V. Whisnand seek voluntary assignment of license to *Boston Post* for $210,000. President and publisher John Fox is sole owner and applicant for new tv station on vhf ch. 5 at Boston. Filed April 26.

KFRM Concordia, KMBC-AM-TV Kansas City, Mo.—Midland Bcstg. Co. seeks voluntary assignment of license to WHB Bcstg. Co. (WHB-AM-TV) for $1,750,000. WHB Bcstg. is wholly-owned subsidiary of Cook Paint & Varnish Co. Principals include President **Lathrop G. Backstrom;** Vice Presidents **Donald D. Davis, John F. Cash, John T. Schilling** and **Dupuy G. Warrick.** Filed April 29.

WHB Kansas City, Mo.—WHB Bcstg. Co. seeks voluntary assignment of license to Mid-Continent Bcstg. Co. for $400,000. Mid-Continent is licensee of KOWH Omaha and WTIX New Orleans. Owners of Mid-Continent are President-Treasurer Robert H. Storz and his son Vice President-Secretary Todd Storz. Filed April 29.

KALM Thayer, Mo.—Robert F. Neathery seeks voluntary assignment of license to himself and his son Robert F. Neathery Jr. No consideration involved in transfer of 5% interest. Filed April 27.

WCRE Cheraw, S. C.—Chesterfield Bcstrs. Inc. seeks voluntary acquisition of control by R. D. Baxley through purchase of 20 shares of stock from Hugh T. Morris. Mr. Baxley will now be president and 60% stockholder. Remaining 40% interest is held by Robert C. Misenheimer, secretary-treasurer. Filed April 28.

WHAW Weston, W. Va.—Lewis Service Corp. seeks voluntary assignment of license to Central W. Va. Service Corp. for $25,000. Principals include President-Treasurer **Richard H. Ralston** (49.6%), owner of *Buchannon Record*, (Buchannon, W. Va.), newspaper and commercial printing, and Vice President-Secretary **Francis E. Andrews** (49.6%), retail jewelry. Filed April 28.

WKBT (TV) La Crosse, Wis.—WKBH Tv Inc. seeks voluntary transfer of control to WKBH Inc., *La Crosse Tribune*, Howard Dahl and others. Purpose of the application is to effectuate merger agreement for the vhf ch. 8 facility. Principals include President **Howard Dahl** (9%) WKBH, (40%), *La Crosse Tribune* (41%) and 5 other local businessmen at 2% each. Filed April 30.

Hearing Cases . . .

INITIAL DECISIONS

Ft. Smith, Ark.—New tv, vhf ch. 5 FCC Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of the application of American Tv Co., for construction permit for new tv station on ch. 5 in Ft. Smith, Ark.; engineering condition and subject to the condition that the grant is without prejudice to any action that the Commission may take with respect to any future applications which may be filed to effectuate the agreement between American and George T. Hernreich and Hiram S. Nakdimen, president of American, which is referred to in application as amended. Action April 30.

Mansfield, Ohio—New tv, uhf ch. 36. FCC Hearing Examiner William G. Butts issued initial decision looking toward grant of the application of Fergum Theatres Inc. for construction permit for new tv station on ch. 36 in Mansfield, Ohio; engineering condition. Competing application of Mansfield Journal Co. was, on May 4, dismissed with prejudice. Action May 5.

OTHER ACTIONS

Little Rock, Ark.—Vhf ch. 11 proceeding. FCC by order, the Commission denied petition filed Dec. 29, by Arkansas Telecasters Inc., Little Rock, Ark., seeking enlargement of hearing issues to inquire into technical qualifications of Arkansas Tv Co., North Little Rock, Ark., in connection with its transmitter site and the circumstances surrounding certain agreements with respect thereto, in the proceding involving applications for new tv station on ch. 11.

By memorandum opinion and order, the Commission denied a petition filed Feb. 11, by Arkansas Tv Co., seeking enlargement of the hearing issues in the above-mentioned proceeding to inquire into matters pertaining to absolute disqualification of Arkansas Telecasters Inc., by reason of the character of its officers, directors and stockholders, and to permit petitioner to submit new points of reliance. Action April 30.

Central City, Ky.—FCC Comr. John C. Doerfer dismissed without prejudice bid of Muhlenberg-Ohio-McLean Bcstrs. for new am station on 1380 kc 500 w daytime and removd from hearing docket bid of Central City-Greenville Bcstg. Co. Action May 4.

KTOE Mankato, Minn.—On petition of the Chief Broadcast Bureau, the Commission, by Order, enlarged the issues in the proceeding involving application of Minnesota Broadcasting Co. for CP to increase power of am station KTOE Mankato, Minn., on 1420 kc from 1 to 5 kw, DA to include determination of "whether the proposed operation would increase the existing RSS interference level of co-channel Station CKOM, Saskatoon, Saskatchewan, Canada." Action April 30.

Omaha, Neb.—Vhf ch. 7 proceeding. On motion by the Herald Corp., the Commission, by Order, amended hearing issues in proceeding involving applications of Herald Corp. and KFAB Broadcasting Co. for a new tv station on ch. 7 in Omaha, Neb., to add issue: "To determine the financial qualifications of KFAB Broadcasting Co. to construct, own and operate a television broadcast station in accordance with the representations set forth in BPCT-390, as amended on Nov. 24, 1953 and Feb. 8, 1954." Action April 30.

Hastings, Neb.—Vhf ch. 5 proceeding. FCC Comr. John C. Doerfer granted petition of Strand Amusement Co. for dismissal without prejudice of its bid for new tv station on vhf ch. 5 and retained in hearing competitive bid of Seaton Pub. Co. Action May 4.

Henderson, Nev.—Vhf ch. 2 proceeding. FCC designated for hearing on June 4 applications of Southwestern Pub. Co. and Boulder City Bcstg. Co. for new tv stations on vhf ch. 2; denied Boulder City petition for extension of time to reply to Commission letter of April 27. Action May 5.

Rochester, N. Y.—Vhf ch. 10 protest. FCC announced its memorandum opinion and order of

(Continued on page 111)

ALLEN KANDER
Negotiator
FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS
1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
401 Georgia Savings Bank Bldg. • Atlanta 3, Ga.,
LAmar 2036

PROFESSIONAL CARDS

JANSKY & BAILEY
Executive Offices
1735 De Sales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE **

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE **

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
*Member AFCCE **

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
*Member AFCCE **

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE **

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
*Member AFCCE **

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
*Member AFCCE **

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
*Member AFCCE **

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
*Member AFCCE **

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
*Member AFCCE **

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
*Member AFCCE **

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
*Member AFCCE **

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
*Member AFCCE **

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
*Member AFCCE **

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
*Member AFCCE **

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
*Member AFCCE **

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THEIR FIELD

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

*Member AFCCE **

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
LIncoln 3-2705

COMMERCIAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager—Excellent financial opportunity with growing national company. Productive record necessary of training and leading men in competitive markets; large or small. Some travel. Salary, commission and traveling expenses. Chicago headquarters. Box 207D, B•T.

Commercial manager—to take full responsibility at brand new station. Must have sales ability and production know-how. Northern one station market. Good salary plus commission plan. Send full details to Box 265D, B•T.

Sales manager for metropolitan market, in early 30's, married. Unusual opportunity for promotion. Box 195D, B•T.

Immediate opening for aggressive commercial manager with ideas for 1000 watt Michigan daytime independent presently making money but has one hundred percent greater potential. Advance to manager if you make good. Four hundred monthly plus bonus. Capable, sincere, honest, strong man can make up to $12,000 yearly. Permanent position, no floaters. Absentee ownership. Send photo. Box 286D, B•T.

Salesmen

Salesman for leading 5,000 midwest independent. Excellent opportunity for hard worker. Good draw and good account list. Give full details in your first letter. Box 245D, B•T.

Salesman immediately with at least five years of successful selling in radio for only music and news indie in major midwest market. 25% commission with opportunity to become sales manager. Box 272D, B•T.

Salesman for independent 1000 watt station in New York State city of over one hundred thousand. Must be experienced person who can close, work in close cooperation. Commission better than average, drawing account. Assignment to good local accounts. Need a person who will stay and work in the field. Box 276D, B•T.

Salesman with some announcing. Prefer man between 25 and 35 with announcing background. Salary plus commission. Airmail tape, picture and date to Jim Hairgrove, KFRD, Rosenburg, Texas.

Experienced salesman. 15% commission. Immediate list of excellent active accounts. Ideal working conditions. Chance for advancement in radio and television. Send full details to WBCK, WBCK-TV, Battle Creek, Michigan.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Experienced salesman to sell competitive market. Must be strong on sales and ideas. Send all replies to Box 99, Anchorage, Alaska.

Aggressive salesman with closing ability. Midwest independent. Good deal for right man. Some announcing ability desirable. Contact Mr. Schons, 1135 Plymouth Building, Minneapolis 3, Minnesota. Phone Fillmore 2012.

Announcers

Combo-program director-morning personality: Looking for strong idea man with enthusiasm for infusing new life into bread-and-butter side of am-tv operation in coastal New England city. Must also anticipate doing personable early morning DJ show. Salary and talent. Temperament problems and drifters not considered. Box 859C, B•T.

Staff announcer-news writer. Experienced beat reporter who can do air work wanted by 1000 watt daytimer near Chicago. Personal interview required. State age, experience. Box 30D, B•T.

Humorous DJ—"yock-it-up". Actor's delivery on "one-liners" and quips. Natural flair for humor. Acting experience. Single. Pa., N. Y., Great Lakes area. Box 56D, B•T.

Salesman or announcers with 1st tickets. Western Ohio. Box 77D, B•T.

Help Wanted—(Cont'd)

New daytime station in eastern market of 6000 needs a permanent announcer-salesman. Maximum of 29 hours per week announcing. Balance of time to sell and service accounts. High pressure wonder boys need not apply. Nominal salary for announcing. Ten percent on sales. Reply Box 229D, B•T.

We want—permanent, friendly-voiced announcer with first class ticket. We offer—$310. to start, regular raises, vacation, security, chance to advance with only station. 250 watt daytimer, in pleasant midwest city of 16,000. Box 263D, B•T.

Combination man, first class. 1 kilowatt, directional. Midwest. Send reply and tape to Box 284D, B•T.

Hillbilly disc-jockey, salesman, real rustic character strong on sales. Phone, write, wire KOGT. Orange, Texas.

Program director-announcer. Good salary commensurate with experience and ability. Play-by-play would bring extra money. Car necessary. Send photo, full information, salary requirement, references and audition to KSCB, Liberal, Kansas.

Top DJ with combo experience. Major northwest market. Over $400.00. month guaranteed. Send tape and full details KSPO, Spokane, Washington. Return of tape guaranteed.

All-night announcer. Friendly, warm personality to spin records, take phone calls and interview from 1 a.m. to 6 a.m. Forty hour week basis. Real challenge and opportunity on staff of N.E. Pa.'s only all-night station. Reply to: Program Director, WARM, Scranton 10, Pa.

Announcer or program director with first phone. Also announcer-salesman for independent concert music station serving Boston area. WCRB, Waltham, Mass.

Announcer with production ability for WGMS, Washington's "Good Music Station." Run board. Mature style, at home with foreign pronunciations, classical music. Ability to voice selling copy without punching. A good future for the right man. Base and talent now $425. monthly for experienced man. Write full experience, including earnings and references, to Terry Rogers, WGMS, Washington 4, D. C. Do not telephone or come in person until we give you an appointment.

Experienced announcer for metropolitan Washington, D. C., area independent. Must know how to get results. Send tape or disc and complete resume of experience, WPIK, Alexandria, Virginia.

Experienced announcer. Midwesterner. Ability, ambition determines income. Photo, history, tape or disc. WOBT, Rhinelander, Wisconsin.

Wanted: Announcer, independent, news, hillbilly, popular race shows, 40 hours. Talent play-by-play all sports high school. Baseball, basketball, Mississippi State College. Joe Phillips, WSSO, Starksville, Mississippi.

Technical

First engineer announcer daytime kilowatt. Good future. Box 190D, B•T.

Announcer-engineer—able to do good announce job and keep good 250 watt equipment in operation when the chief is away. Right man can be chief engineer. Salary depends on ability. Rush story and disc or tape. Box 266D, B•T.

Combination first phone and announcer. New building and new equipment—excellent living conditions. KRIB, Mason City, Iowa.

First phone combo man with car needed immediately. Contact P. R. Hurlbut, WCSI, Columbus, Indiana.

Help Wanted—(Cont'd)

Combo man. First phone, strong on engineering light on announcing. 250 watt indie. Good living-working condition. Top pay. Y'all come . . . to Fort Payne, Alabama. Contact George Gothberg, WFPA. Call 1400.

Transmitter engineer for summer vacations full time starting May 31 to September 5. Chance of full time employment after September in television construction. Contact WINR, Binghampton, New York, immediately.

First engineer, network station. Apply WSYB, Rutland, Vermont.

Production-Programming, Others

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B•T.

Wanted: Young woman for sales promotion in major market network station. Complete charge. State age, references, experience, salary desired. Will work closely with local sales, national and network merchandising and promotion. Box 222D, B•T.

Man Friday who can qualify as second in command Virginia station. All around ability required. Must handle commercial traffic, whip out copy, spell the announcers, move inside details quickly and competently. $100 per week. Personal interview required. Send all details to Box 297D, B•T.

Experienced continuity writer — **preferably young woman, who can write strong, brisk sales copy. Good salary, good future. Send sample copy, photo and background material to Program Director, WFDF, Flint, Michigan.**

Continuity woman seeking opportunity to go places. Contact WSDR, Sterling, Illinois.

Woman experienced in traffic. WWPG, Palm Beach, Florida.

Television

Help Wanted

Managerial

Wanted—Top tv sales manager for channel 2, NBC outlet to go on air September 1st. Please do not apply unless you can show substantial tv or radio sales experience on both local and national levels. Write or phone J. Drayton Hastie, WUSN-TV, Charleston, South Carolina.

Salesmen

Excellent opportunity for experienced television time salesman. Rocky mountain empire area. Send complete resume and recent photo. Box 273D, B•T.

Announcers

Midwest television operation needs a woman with home economics and cooking school background to replace present feature personality who is leaving the staff to be married. Must be capable of planning and producing five, half-hour "Kitchen Shows" per week plus doing some commercial announcements for food processors and producers. Contact Merritt Milligan, Assistant Manager, KHQA-TV, Quincy, Illinois to arrange for interview and audition. Send picture and full background in first letter.

Situations Wanted

Managerial

Mature manager available immediately. Stress sales and low operating cost. Have money to invest if desired. Box 193D, B•T.

I have faith in am. Eleven years engineering and administrative experience. $5,000. to invest. Box 197D, B•T.

Wanted, station losing money. Two competent radio executives, 20 years know-how, desire opportunity to put your station on the profit side of ledger. For full particulars write Box 259D, B•T.

Manager: Long experience. Run station to make money. Do good portion of selling. Program to get business. Prefer single station market city 25,000 or less. Fine record. Mature man who gets things done. Moderate salary plus percentage. Box 274D, B•T.

If you're interested in highly capable, experienced radio manager, efficient in administration, successful in sales, creative in programming, write Box 310D, B•T.

Situations Wanted—(Cont'd)

Experienced radio salesman, age 32, looking for permanent position with good income. Prefer city under 30,000 population. Married, sober and ambitious. Presently employed. Box 247D, B•T.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports program. Veteran, 27 years old, family man, 8 years' experience. Best reference is current employer. Write Box 745C, B•T.

Newsman wants job with future. Radio or tv. Available immediately. Box 173D, B•T.

Negro DJ wants small station, tape, ticket, references, light experience. Box 182D, B•T.

Staff announcer, recent broadcasting school graduate. Good on news, DJ, and sports. Married, veteran, control board. No experience. Box 189D, B•T.

Sports director. Experienced in all phases radio-television. Employed. Immediate reply. Box 191D, B•T.

No fooling—announcer with a voice. Now available. Write Box 199D, B•T.

Announcer—6 years experience all phases including play-by-play sports. Hold first class license. Box 205D, B•T.

Newscaster-announcer, experienced radio, tv. Sober, mature. Desires news director's position in news minded station. Box 232D, B•T.

Announcer, negro, disc jockey, news. Ambitious, some experience. Tape available. Box 237D, B•T.

Announcer—inexperienced. Available immediately—college. Salary no object. Tape available. Box 239D, B•T.

9 years experience—top quality news, special events, commercials. Handle any staff duty—can program. Married, 2 children. Want to settle down. Box 240D, B•T.

Personality DJ. Good voice, good looks. Women's programs. Copy-writing. Negro. Box 244D, B•T.

Alert, versatile, young, personality-DJ seeks opportunity with medium sized station looking for top teen-age response. Preferably in midwest but will consider all offers. Married veteran. Box 246D, B•T.

Available—experienced staff announcer. Cross board operations. All phases broadcasting. Box 248D, B•T.

Experienced announcer. First class license. Interested in future. Mature. East. Box 249D, B•T.

Combo announcer. Negro, married, 1st phone, music background, trained in country's leading school for radio and tv. Desires location in California or midwest. Best references. Box 253D, B•T.

Announcer. Three years' experience. Employed major market mid-Atlantic. College graduate, 25, veteran. Wants northeast. Box 255D, B•T.

Newsman. Thoroughly grounded all phases news coverage-reporting, broadcasting and news writing. Former newspaper correspondent. Strong on local news. A. B. degree, history and political science. Photographic background. Travelled in Europe and Mexico. Vet., single, 26. Box 261D, B•T.

Experienced morning man desires position in larger station. Experienced also as hillbilly DJ. Ideas, ability and reliable. Family man. Prefer future advancement instead of high wages. Box 267D, B•T.

Experienced announcer-DJ desires staff connection. Tape will testify as to applicants worth and ability. East only. Box 269D, B•T.

Versatile staff man currently employed midwest desires position east. Box 277D, B•T.

Experienced DJ wants all night post. Knows hillbilly, pop, jazz. News. Box 280D, B•T.

Situations Wanted—(Cont'd)

Announcer, light experience. Recent radio broadcasting school graduate. Good DJ, news, sports, board. Tape available now. Box 289D, B•T.

Announcer, light experience, recent radio broadcasting school graduate. Commercial voice, DJ, news, sports, board. Tape available now. Box 290D, B•T.

Experienced announcer-engineer with 1st class license. Formerly with Virginia station. Available immediately. Will travel. Box 291D, B•T.

Young ambitious negro announcer, newscaster, DJ, board operator. Strong commercials. Willing worker. Excellent references. Tape, resume. Box 294D, B•T.

Experienced announcer, third ticket. Strong hillbilly, DJ, sports, news. Veteran. Single Permanent position. Travel anywhere. Arlington, Virginia. Jackson 5-5748. Write Box 300D, B•T.

Announcer: Desires permanent status, midwest or south. Strong potentials, initiative, college. Box 301D, B•T.

Announcer—tv or radio, experienced, personality, newscasting, also music, art background. Box 305D, B•T.

Mature, experienced announcer. Now through September, or summer only. Experienced production direction, copy, movie, narration. Box 307D, B•T.

Experienced, authoritative news delivery. Also strong on commercial announcing. Seek permanent position with room to move up. Prefer personal interview. Box 308D, B•T.

Announcer-sportscaster, experienced. Can head sports department. Settle in small town, sports minded station. Family man. Good references, air check available. Night owl DJ show. Box 312D, B•T.

Experienced all phases. Excellent sports including play-by-play, DJ, news. Reliable, hard worker. Can work board. Available immediately. Box 313D, B•T.

Dottie Miller, a Chicago girl, has been with our station two years. Has done a beautiful job. She's quite versatile, loaded with enthusiasm and chooses popular music with care and taste. "She can sell," her sponsors say. Has done mid-morning shows, an afternoon remote for teen-agers and late night show from local cocktail lounge. Change of station policy occasions her leaving. If you desire something fresh on your air you want this hard working gal. She's good! Ed Dunbar, Manager, WBBQ, Augusta, Georgia.

Staff announcer with third ticket. Some experience. Broadcasting school graduate. Veteran. College. Car. Travel. Tape, photo. References. Del Kirby, Box 207, Bardwell, Kentucky. Phone 121.

Announcer-staff. Strong news, sports, music background. Dependable, young veteran. Experience small, potential big. Travel immediately. Rod Logan, 40 Park Ave., Williston Park, N. Y.

Staff announcer—strong news. Smooth DJ, commercials. Light experience—good potential. Veteran, single, reliable, travel. Tape, resume, references. Leonard Lyons, 2531 Ocean Parkway, Brooklyn, N. Y.

Situations Wanted—(Cont'd)

Experienced announcer, disc jockey, pleasing voice, personality tops. 3rd class ticket. Bob McGuire, 962 Lorimer Street, Brooklyn 22, New York.

Announcer, disc jockey, newscaster, control board. Experience short, ambition long. Single, 21. Draft exempt. Third ticket. Reliable, permanent station asset. Tape, references. Marty Monroe, 248 Bay 22nd St., Brooklyn 14, New York.

Traveling combo to fill your temporary vacancies only. Four years outstanding experience assures prompt take-over of announcing-DJ, board duties. Have 1st ticket. Building extensive itinerary beginning approximately May 17. Charles Morse, 5107 Kenmore, Chicago. Phone, Longbeach 1-9220.

Announcer, DJ, news, commercials, smooth, friendly, pleasing. Control board, 3rd ticket, some experience, tape. Ted Nichols, 1938 East 1st Street, Brooklyn, N. Y. NI 5-6132.

Beginning Announcers, board trained, all staff duties. Pathfinder School of Radio, 737 11th Street N.W., Washington, D. C. ME. 8-5255.

Technical

First phone, six years experience. Prefer station with tv future, Florida or Southeast. Available immediately. Box 241D, B•T.

Engineer, limited experience, available. No announcing. Box 242D, B•T.

14 years varied radio experience—chief to 5 kw. Can handle combination, write copy, etc. Prefer college town. Box 251D, B•T.

First phone, one year experience. Straight engineering. Will go anywhere. Box 258D, B•T.

Engineer experienced, operation, maintenance am, fm. No combo. Available June 1st. Box 268D, B•T.

Engineer. First phone, experienced tv emtr., camera, switcher. Am remotes, xmtr, recordings (tape and disc). Central U. S. only. No vacation fills. Box 275D, B•T.

First phone employed chief engineer wants good position. No announcing. Box 287D, B•T.

Engineer: 1st phone. Announcing am radio-tv broadcasting experience. Will relocate. Box 295D, B•T.

Engineer. First class. Veteran, have car and experience. Wishes position. Box 298D, B•T.

First phone—college graduate, veteran, experienced in all phases of operation. Will do combo, good voice. Want Gulf Coast location. Box 303D, B•T.

Dreaming about an experienced chief engineer-announcer with network voice, outstanding mike ability, plus years of practical maintenance and installation work? Perhaps you've hit the jackpot. Ed Murdoch, Moultrie, Georgia.

Production-Programming, Others

Music librarian, experienced in programming and production, wants permanent position. Will handle some copy, general office. Travel anywhere. Box 235D, B•T.

(Continued on next page)

CHOICE AVAILABILITY

Veteran Radio Executive Seeks TV Opportunity! Experienced in Station Management, Sales Management, Public Relations, Promotion—10 Years Top Flight National Group! Here's the record as SALES MANAGER over nearly four years!

LOCAL BUSINESS NATIONAL SPOT

UP 142.6% — BEST MONTH — UP 61 %
UP 75 % — AVERAGE MONTH — UP 21.6%

BOX 302D, B•T.

Situations Wanted—(Cont'd)

Radio PD seeking successful operation with desire to grow, or new station with big objective. Offer experienced, sales-conscious supervision of programming, production, copy, departmental administration. Box 238D, B•T.

Trained, reliable, inexperienced. Want writing, promotion etc. Trained continuity—some announcing, sales. Salary not important—opportunity is. Draft free, single, car. U. S.-Alaska. Box 270D, B•T.

Television

Situations Wanted

Managerial

Seasoned tv station executive available. Strong on sales. Top references. Box 282D, B•T.

Announcer

Dragnet out to catch tv job. This private "I' has client (me) experienced in radio but pursuant to ambition must get tv position. Fee commensurate with results. Write for facts. Box 186D, B•T.

Technical

Tv studio training, first phone, several years at am station. Seeking video operator job, permanent or vacation relief. Box 250D, B•T.

Experienced tv newsreel documentary cameraman, 16, 35mm, on staff major network. Vet., college grad, 28, looking for better opportunity. Travel acceptable. Box 281D, B•T.

Engineer experienced—am construction and maintenance, radar, tv technical training-family man. Desires permanent southern location. Box 304D, B•T.

Engineer, experienced, seventeen years in television, seeks director of technical operations position. Box 306D, B•T.

Tv engineer desires work in Arizona, southern California, New Mexico or Texas, either tv or am engineer or am chief engineer. Best reference. Box 309D, B•T.

Tv news cameraman, available immediately, 16 years news experience, 5½ years chief cameraman WBAP-TV's national award winning "Texas News". Jimmie Mundell, Argyle, Texas.

Production-Programming, Others

Tv program director, producer, director, news and sports announcer available. Presently employed top tv station. Florida, California, Gulf Coast connection desired. 12 years radio management; 2½ years tv. Best trade references. Consider radio station manager spot. Box 202D, B•T.

Program manager: Peabody Award winner. Seven years television background. Eight years radio. Successful administrator. Nationally respected references. Specialized in minimum cost maximum revenue operation. Put vhf on air last year. On camera talent record outstanding. Still employed but cannot exercise integrity. Desire relocate permanently as do other available key staff members. Confidential. Box 236D, B•T.

Theatre director, stage manager with experience also in radio as staff announcer and DJ, desires position in tv. Married. Family. Box 262D, B•T.

Desire production work. Light on experience but heavy on enthusiasm and ability. Fm experience. Box 271D, B•T.

Transition to tv! Experienced, photogenic young radio producer, five years "Information Specialist" all over globe. Wants start in television any capacity . . . newscaster, announcer of distinction. Solid references. Box 283D, B•T.

Tv film director-cameraman. 12 years experience motion pictures and tv films. Available assignments anywhere. Box 288D, B•T.

A triple threat; Director, producer, writer. CBS Television background. Will relocate immediately. Box 292D, B•T.

Husband and wife production team. Former is director, producer, writer. Latter is casting, production assistant. Both with CBS Television backgrounds. Will relocate immediately. Box 293D, B•T.

Situations Wanted—(Cont'd)

Film editor with over forty years experience, open for position. State best salary and details. Perry J. Sherman, Eureka Springs, Ark.

For Sale

Stations

West Coast. 1kw. Growing area. Bills $100,000. Terms. Box 299D, B•T.

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Gates 250 C-1 transmitter; RC-11 Raytheon console; Raytheon limiter RL-10 and RCA-66B modulation monitor. All for $1,300.00. Box 180D, B•T.

One RCA studio camera chain without TM6 monitor including power supplies control console camera cable and three image orthicon. Also one RCA portable sync generator all nearly new, but used. Make offer. Box 314D, B•T.

RCA BTF-3B 3kw fm transmitter 102.7 mc 1947. Good condition. 600 ft. 3⅛ inch Andrew type 425 transmission line and fittings. Collins side mount ring type antenna, 4 bay. Andrew dehydrator. Doolittle fm frequency and modulation monitor. Best offer. F.O.B. Fort Dodge. Available for inspection. Ed Breen, KVFD, Fort Dodge, Iowa.

2 type FTR 7C26 tubes, one with 100 hours, one 300 hours. $150. takes both. WAKE, Greenville, S. C.

No longer needed, guaranteed excellent condition shipped post-paid and insured. 1. General Radio type 1170-A frequency and modulation monitor 97.7 mc. $700.00. 2. Presto T.L.-10 tape drive 7½ and 15. $95.00. 3. RCA type BE-1A variable line equalizer. $95.00. 4. Westinghouse FM-1 transmitter 1-kw 97.7 mc. Low bidder gets it. WISR, Paul Rex, Butler, Pennsylvania.

4-W.E. reproducer group. Complete 109AA, $40. each. $150. all four. Asbury Park Press, Station, WJLK, Asbury Park, N. J.

General Electric 250 watt fm transmitter, station monitor and six bay donut antenna. Make offer to WOAP, Owosso, Michigan.

Western Electric type 101A, five kilowatt antenna coupling unit in good condition: Presto type TL-10 tape playback unit; Gates three-wire tower lighting choke in weatherproof housing; three General Electric, 100 KVA 2300/230/115 volt transformers. Contact Chief Engineer, WRRF, Washington, North Carolina.

Noise and distortion set, B & W audio oscillator #200 and distortion meter #400, guaranteed factory new condition, priced $225.00. for the pair. Frank Keegan, P.O. Box 5, Memphis, Tennessee.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone 3-3901.

Wanted to Buy

Stations

To purchase radio station, 250w-1000w, Illinois, Indiana, Ohio or Southeast. Box 243D, B•T.

Can pay cash for radio or television station. Any location. Immediate. Box 252D, B•T.

Wanted to buy radio station by private individual. Prefer upper midwest. Will pay cast. Send full particulars with operating statement. Write Box 311D, B•T.

Equipment, etc.

Used 1000 watt am transmitter. Phasing equipment and 260 foot tower in first class condition. Box 184D, B•T.

FM antenna, Collins or Andrew. Low end of band. Box 201D, B•T.

Used tv camera chain (1 or 2). Will pay cash. Tv school. Box 254D, B•T.

Wanted: Used console, regardless of condition. Also need 250 watt transmitter, modulation frequency monitors. Box 256D, B•T.

5000 watt transmitter or amplifier. State model, make, date purchased, general condition and price. Box 257D, B•T.

Wanted to Buy—(Cont'd)

FM antenna 2 or 4 bay G.E. or other for 104.7 mc and coaxial line. Also Western Electric limiter amplifier. Box 264D, B•T.

Wanted: FM transmitter, modulation monitor, audio equipment, what have you. State age and price. Box 278D, B•T.

Cash for 5kw am transmitter. Please airmail details, availability, Box 279D, B•T.

1000 watt am transmitter not over 5 years old. Box 285D, B•T.

10 watts fm transmitter similar to REL 706, also studio console. Write WHCI, Hartford City, Indiana.

We are interested in 1, 3, 5, and 10kw transmitters, both fm and am. Please specify manufacturer, model number, age, condition in detail and price. Amber Engineering Company, 393 Greenwich Street, New York 13, N. Y.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

WANTED
RADIO TIME SALESMAN

5,000 watt Midwest metropolitan market station, Great Lakes area. 20 percent commission. State all in letter.

Box 260D, B•T

Technical

EXPERIENCED ENGINEER

Radio engineer for systems planning in New York office of Radio Free Europe. Must have B.S.E.E. or equivalent degree and extensive background in broadcast or communications engineering. Write to Claude M. Harris, Radio Free Europe, 110 W. 57th Street, New York City, N. Y.

Television

Help Wanted

Managerial

WANTED
VHF-TV STATION MANAGER
CALIFORNIA

Must have record of successful accomplishment in similar capacity, and be able to run first-class operation on an economical and efficient basis. A strong sales background, on local and national levels, is a prime prerequisite. We expect to go on the air by September 1st. An unusual opportunity awaits the right man. To be considered for a personal interview, please tell your complete story in first letter, and be sure to include recent snapshot, past earnings, compensation expected, and references, which will not be contacted without your permission. Information given will be treated strictly confidential.

Box 153D, B•T

Situations Wanted

Announcer

attention metropolitan area stations
NEW YORK ANNOUNCER-DJ AVAILABLE
Heavy DJ, staff experience with major market indies. Will tailor-make a DJ stanza any time period to fit needs of top-promotion, hard-sell operation. Box 296D, B•T.

Television

Situations Wanted

Production-Programming, Others

Exclusive for TV News!
- Personable authoritative newscaster available.
- Distinctive "Murrow manner."
- Impressive international assignments.
- Let's build prestige news program together!

Write or Wire
JOHN H. LERCH
1240 Bryden Road
Columbus. Ohio
PHOTO — TAPE — RESUME

For Sale

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

Equipment Etc.

WANT TO BUY

One or two complete used image-orth field camera chains and complete microwave unit.

KSWO-TV Lawton, Okla.

Miscellaneous

DON'T STAND THERE GAPING!
6,000 – Gags, Quips, Puns – 6,000
NEW SPEAKERS' DICTIONARY
For Writers, Public Speakers
$3.50 – CREAM OF WIT – $3.50
ARKELL, Publisher Sebring, Fla.

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel. 4-2115, Gastonia, N. C.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

(Continued from page 106)

April 30, denying petition by Federal Broadcasting System Inc., licensee of am station WSAY Rochester, N. Y., for reconsideration of Commission action of July 27 dismissing Federal's protest and making effective grants of construction permits to WHEC Inc., and Veterans Broadcasting Co., for new tv stations at Rochester to share time on ch. 10. Commissioner Hennock dissented. Action May 3.

Perth Amboy, N. Y.—Perth Amboy Bcstg. Co. FCC by order, rescinded action of March 17, which dismissed application for new am station, reinstated said application to operate on 1510 kc, 250 w, D, and returned it to hearing docket where it is in competition with Union Bcstg Co., Elizabeth, N. J. Action May 5.

Mansfield, Ohio—Uhf ch. 36 proceeding. FCC Comr. John C. Doerfer dismissed with prejudice application of Mansfield Journal Co. for new tv station on uhf ch. 36 and retained in hearing competitive bid of Fergum Theatres Inc. Action May 4.

WFRM Coudersport, Pa.—Farm & Home Bcstg. Co. FCC by order, designated for hearing application to change operation on 600 kc from 500 w, D, to 1 kw, D; made WCAO Baltimore, Md., party to proceeding. Action May 5.

WSPA-TV Spartanburg, S. C.—Vhf ch. 7 protest. FCC by order, denied petition of Greenville Television co., permittee of tv station WGVL (TV) Greenville, S. C., and petition of Wilton E. Hall, permittee of television station WAIM-TV Anderson, S. C., both filed May 3 requesting temporary relief and immediate Ex Parte Stay of the effectiveness of Commission's action on April 30, granting application of Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C., for modification of CP (ch. 7) Comr. Hennock dissented. Action May 5.

WSPA-TV Spartanburg, S. C.—FCC by memorandum opinion and order granted application of WSPA-TV Spartanburg, S. C., for modification of outstanding CP to locate its tv transmitter on Paris Mt. with ERP of 200 kw visual, 120 kw aural, antenna 1,182 ft.; also to change main studio location within Stpartanburg, install new transmitters and antenna systems and make other equipment changes; engineering conditions. Denied in their entirety petitions of WGVL (TV) Greenville, S. C., and WAIM-TV Anderson, S. C., filed April 26, directed against the WSPA-TV grant. Comrs. Hennock and Bartley dissented. Action April 30.

Clarksburg, W. Va.—Vhf ch. 12 protest. FCC by memorandum opinion and order, designated for hearing on May 17, before the Commission en banc, application of Ohio Valley Bcstg. Co. for CP for new tv station on ch. 12 in Clarksburg, W. Va.; hearing to consist solely of oral argument on issues specified in memorandum opinion and order, with burden as to each of the issues to be placed on Clarksburg Pub. Co., protestant to the action of Feb. 17, which granted Ohio Valley's application without hearing. Parties have 15 days after the close of the hearing to file proposed findings and conclusions, after which the Commission will issue its decision. However, in the event the Commission should find it necessary after the hearing to ascertain additional facts in connection with any of the specified issues, appropriate provision will be made for such fact finding. Commissioners Hennock and Bartley dissented. Action April 29.

Sheboygan, Wis—On petition of Lake Shore Broadcasting Co., (WSHE), Sheboygan, Wis., the Commission amended issues in the proceeding involving Lake Shore application to construct a new am station on 800 kc with 250 w. D to renumber issue 4 therein as issue 6 and to include an issue 4 on type and character of proposed program service, and an issue 5 with respect to program service rendered by WBBM and WAIT, both Chicago; burden of proof under issue 4 is placed on Lake Shore and that under issue 5 on Columbia Bcstg. System and WAIT respectively. Action April 30.

Hearing Calendar . . .

May 10

Milwaukee, Wis.—Vhf ch. 12, further hearing conference before Examiner Herbert Sharfman —WEMP, WFOX, Milwaukee a Telecasting Corp., Kolero Telecasting Corp.

Tulsa, Okla.—Vhf ch. 2, further hearing before Examiner Annie N. Huntting—Central Plains Enterprises Inc., Oil Capital Tv Corp.

Paducah, Ky.—Vhf ch. 6, further hearing before Examiner William G. Butts—Columbia Amusement Co., Paducah Newspapers Inc.

Columbus, Miss.—Prehearing conference before Examiner Claire W. Hardy—WCBI, WHBQ Memphis.

May 11

Wilmington, N. C.—New am, 1230 kc, before Examiner Hugh B. Hutchison—Charles M. Morgan tr/as Port Bcstg. Co. WFAI Fayetteville, N. C.

May 12

Wichita Falls, Tex.; Lawton, Okla.—New am, 1050 kc, before Examiner Thomas H. Donahue—W. Erle White tr/as White Radio Co. Wichita Falls, Lawton Bcstg. Co., Progressive Bcstg. Co., Lawton.

May 13

Oxford, Miss.—New am, 1230 kc, before Examiner Fanney N. Litvin—Ole Miss Bcstg. Co., WCMA Corinth, Miss.

May 14

New Orleans, La.—Vhf ch. 4, further hearing before Examiner Elizabeth C. Smith—WWL, WTPS, WNOE.

Big Spring, Tex.—Vhf ch. 4, before Examiner Basil P. Cooper—Texas Telecasting Inc., Big Spring Bcstg. Co.

Jefferson City, Mo.—Vhf ch. 13, before Examiner William G. Butts—The L. H. P. Co., Capitol Tv Corp., Jefferson Tv Co.

San Antonio, Tex.—Vhf ch. 12, before Examiner James D. Cunningham—KONO, Howard W. Davis tr/as The Walmac Co.

Rule-Making Petitions . . .

4-26-54—American Bcstg. Corp., Lexington, Ky.—Opposition of petition for rule-making to amend Sec. 3.606, 3.610(a)(1) and Figure 1, Appendix 1, of the Commission's rules and regulations governing tv broadcast stations, filed for WSM Inc.

4-29-54—Joseph Brenner, Beverly Hills, Calif.—Petition for amendment of Sec. 3.651 of the Commission's rules and regulations relating to operating requirements of tv broadcast stations with reference to integration of visual and aural transmissions by uhf tv stations.

4-29-54—Joseph Brenner, Beverly Hills, Calif.—Petition for amendment of Commission's rules and standards of good engineering practice relating to uhf tv stations to provide for the multiplexing of aural transmissions so as to permit bi-channel or stereophonic sound transmissions.

4-29-54—Joseph Brenner, Beverly Hills, Calif.—Petition for amendment of rules, regulations and standards for promulgation of a subscription tv service for uhf tv stations.

4-29-54 Joseph Brenner, Beverly Hills, Calif.—Petition for amendment of Sec. 3.658 of Commission's rules and regulations relating to operating requirements of tv stations with reference to network affiliation.

Routine Roundup . . .

April 29 Decisions

BROADCAST ACTIONS

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KFAB Omaha, Neb.; WABZ Albemarle, N. C.; WAVI Springfield, Ohio; WAPF McComb, Miss.; WCAZ Carthage, Ill.; WCFL Chicago; WCIL Carbondale, Ill.; WCMW Canton, Ohio; WCNU Crestview, Fla.; WCSI Columbus, Ind.; WFGN Gaffney, S. C.; WHPE High Point, N. C.; WIBC Indianapolis, Ind.; WIVY Jacksonville, Fla.; WJEH Gallipolis, Ohio; WJJJ Montgomery, Ala.; WJMJ Philadelphia, Pa.; WJMO Cleveland, Ohio; WJMR New Orleans, La.; WKAM Warsaw, Ind.;

WKNX Saginaw, Mich.; WKOX Framingham, Mass.; WKTM Mayfield, Ky.; WKXY Sarasota, Fla.; WLAC Nashville, Tenn.; WLBB Carrollton, Ga.; WLBH Mattoon, Ill.; WLDS Jacksonville, Ill.; WLEW Bad Axe, Mich.; WLIB New York, N. Y.; WLIP Kenosha, Wis.; WLPO LaSalle, Ill.; WLRP New Albany, Ind.; WLYC Williamsport, Pa.; WMBI Chicago; WMEV Marion, Va.; WNAR Norristown, Pa.; WNOX Knoxville, Tenn.; WOAI San Antonio; WOAP Owosso, Mich.; WOKZ Alton, Ill.; WPAG Ann Arbor, Mich.; WPEO Peoria, Ill.; WPGH Pittsburgh, Pa.; WQXR New York, N. Y.; WRFS Alexander City, Ala.; WRVA Richmond, Va.; WSFT Thomaston, Ga.; WSIV Pekin, Ill.; WSPT Stevens Point, Wis.; WTIC Hartford, Conn.; WTNS Coshocton, Ohio; WVCG Coral Gables, Fla.; WVJP Caguas, P. R.; WVSC Somerset, Pa.; WWGP Sanford, N. C.; WWOL Buffalo, N. Y.; WWVA Wheeling, W. Va.; KBKI Alice, Tex.; KECC Pittsburg, Calif.; KIBE Palo Alto, Calif.; KTIM San Rafael, Calif.; WADE Wadesboro, N. C.; WEAS Decatur, Ga.; WEDR Birmingham, Ala.; WKBS Oyster Bay, N. Y.; WSMI Litchfield, Ill.; WXRA Kenmore, N. Y.; KRWC Forest Grove, Ore.; KBLF Red Bluff, Calif.; WKBW Buffalo, N. Y.

WCKY Cincinnati, Ohio, L. B. Wilson, Inc.—Granted renewal of licenses without prejudice to any action that may be made necessary by the decision of the U. S. Court of Appeals in **Harbenito and Hofheinz v. Federal Communications Commission** (C.A.D.C.) No. 11984 and **L. B. Wilson, Inc. v. FCC** (C.A.D.C.), No. 11985.

McFarland Letter

WGAY Silver Spring, Md., Tri-Suburban Bcstg. Corp.—Is being advised that application for renewal of license (BR-1449) indicates necessity of a hearing.

Renewal of License

KOB Albuquerque, N. M., Albuquerque Bcstg. Co.; KLIF Dallas, Tex., Trinity Bcstg. Corp.

April 30 Applications

ACCEPTED FOR FILING

License for CP

WPGC Morningside, Md., Harry Hayman—License to cover construction permit (BP-8851) as modified which authorized new standard broadcast station (BL-5275).

WKIN Kingsport, Tenn., Radio Station WKIN Inc.—License to cover construction permit (BP-8945) to increase power from 1 kw to 5 kw and change type of transmitter (BL-5280).

WLIK Lenoir City, Tenn., Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co.—License to cover construction permit (BP-8844) as modified which authorized new standard broadcast station (BL-5274).

WDOT Burlington, Vt., WDOT Corp.—License to cover construction permit (BP-8959) as modified which authorized new standard broadcast station (BL-5282).

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—License to cover construction permit (BP-8261) as modified which authorized increase in power; change transmitter location; install DA for daytime use and install new transmitter (BL-5268).

WPFP Park Falls, Wis., M & N Bcstg. Co.—License to cover construction permit (BP-9032) which authorized increase in power from 100 w to 250 w. (BL-5278).

Remote Control

WMRY New Orleans, La., Southland Bcstg. Co. (BRC-384); WOLS Florence, S. C., The Florence Bcstg. Co. (BRC-383); WKRT-FM Cortland, N. Y., Radio Cortland Inc. (BRCH-85).

Renewal of License

WCHA-FM Chambersburg, Pa., Chambersburg Bcstg. Co. (BRH-504); WJAC-FM Johnstown, Pa., WJAC Inc. (BRH-177); WGBI-FM Scranton, Pa., Scranton Bcstrs. Inc. (BRH-360); WKOK-FM Sunbury, Pa., Sunbury Bcstg. Corp. (BRH-246); WHFM (FM) Rochester, N. Y., Stromber-Carlson Co. (BRH-4).

License for CP

WHPR (FM) School District of the City of Highland Park, Mich.—License to cover construction permit (BPED-250) which replaced expired permit.

WHPE-FM High Point, N. C.—License to cover CP for changes in existing station (BLH-959).

May 3 Applications

ACCEPTED FOR FILING

License for CP

KWIL Albany, Ore., Central Willamette Bcstg. Co.—License to cover construction permit (BP-8539) as modified which authorized change in frequency, increase in power, install new transmitter and directional antenna for day and night use (DA-2) and change transmitter location (BL-5284).

KIVY Crockett, Tex., James H. Gibbs, tr/as The Pioneer Bcstg. Co.—License to cover construction permit (BP-8646) which authorized change in frequency, increase power; change type of transmitter and make changes in the antenna system (BL-5271).

WCEF Parkersburg, W. Va., Clarence E. Franklin—License to cover construction permit (BP-8727) as modified which authorized new standard broadcast station (BL-5272).

Renewal of License

WNDR Syracuse, N. Y., Syracuse Bcstg. Corp. (BR-1501); WCED-FM DuBois, Pa., Tri-County Bcstg. Co. (BRH-215); WAZL-FM Hazleton, Pa., Hazleton Bcstg. Co. (BRH-743); WPEN-FM Philadelphia, Pa., Wm. Penn Bcstg. Co. (ERH-10).

Modification of CP

WJHL-FM Johnson City, Tenn., WJHL Inc.—Modification of construction permit (BPH-530) as modified which authorized new fm station for extension of completion date (BMPH-4912).

Renewal of License

WBAP-TV Fort Worth, Tex., Carter Publications Inc. (BRCT-27).

Modification of CP

KFBC-TV Cheyenne, Wyo.—Frontier Bcstg. Co.—Modification of CP (BPCT-771) as mod. which authorized new tv station for extension of completion date to 8/1/54 (BMPCT-2088).

May 4 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner Elizabeth C. Smith

Granted motion by The Times-Picayune Pub. Co., New Orleans, for extension of time to May 21, for the exchange and filing of written objections relating to the direct cases of opponents—Loyola University and James A. Noe & Co., all applicants for ch. 4 in New Orleans; and fixed June 1 as the date for reconvening the hearing in this proceeding (Dockets 8936 et al). Action taken 4/30.)

Issued a preliminary order controlling the course of the hearing in re the applications of Loyola University, et al. for ch. 4 in New Orleans, La. (Dockets 8936 et al). (Action taken 5/3.)

By Hearing Examiner Basil P. Cooper

South Bend, Ind., South Bend Bcstg. Corp.; Notre Dame, Ind., Michiana Telecasting Corp.—Granted motion of Michiana to change dates now fixed for the filing and exchange of certain documents in re applications for ch. 46 (Dockets 10534-35), and May 17 is now specified as date for exchange of all further exhibits relating to the affirmative cases of each applicant and May 24 as the date on which each party will notify the Examiner and other parties concerning number and identity of witnesses for direct and cross-examination and agree upon a date for the taking of oral testimony.

By Hearing Examiner James D. Cunningham

Denied petition of Mission Telecasting Corp., San Antonio, Tex., to amend its applications with respect to studio equipment and estimated costs thereof; proposed programming and staff plans; granted said petition insofar as it contemplates changes in petitioner's application with regard to the periods of association of its stockholders with certain business interests, and to specify a different make of transmitter and related equipment, re ch. 12 (Dockets 11000-01).

By Hearing Examiner Millard F. French

Phoenix, Ariz., KTAR Bcstg. Co., Arizona Tv Co.—Continued indefinitely the hearing re ch. 3 which was scheduled for May 3 (Dockets 10877-78).

By Hearing Examiner Isadore A. Honig

Bristol, Va.-Tenn., Appalachian Bcstg. Corp., Tri-Cities Tv Corp.—Gave notice of resumption of further hearing conference on May 4 in proceeding re ch. 5 (Dockets 10879-80).

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of April 30

Remote Control

WKBL Albertville, Ala., Tipton County Bcstg. Co.—Granted authority to operate transmitter by remote control.

KMO Tacoma, Wash., KMO Inc.—Granted authority to operate transmitter by remote control.

Granted CP

WBKB Chicago, Ill., American Bcstg.-Paramount Theatres, Inc.—Granted CP to install auxiliary antenna system at the main transmitter site to operate on ch. 7 (174-180 Mc); ERP: Vis. 6.5 kw, Aur. 3.4 kw; commencement date 6-30-54—completion date 12-30-54 (BPCT-1863).

Modification of CP

WNRG Grundy, Va., Virginia-Kentucky Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6398).

WWIT Canton, N. C., Western North Carolina Bcstrs. Inc.—Granted Mod. of CP for approval of antenna, transmitter and studio location and change type transmitter (BMP-6495).

The following were granted Mod. of CP's for extension of completion dates as shown:

KFBC-TV Cheyenne, Wyo., to 11-1-54; WSAY (TV) Rochester, N. Y., to 11-1-54 (conditions).

Actions of April 29

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WPDQ Jacksonville, Fla.; WOOK Washington, D. C.; WOLS Florence, S. C.; WMRY New Orleans, La.; WKRT Cortland, N. Y.; KSFA Nacogdoches, Tex., KMRC Morgan City, La., WKRT-FM Cortland, N. Y.

Granted License

KVOE Santa Ana, Calif., The Voice of the Orange Empire Inc.—Granted license covering change from employing directional antenna day and night (DA-1) to directional antenna night only (DA-N) (BL-5244).

WNOW York, Pa., The Helm Coal Co.—Granted license covering change in transmitter location and changes in antenna and ground system (BL-5260).

KXOC Chico, Calif., KXOC Inc.—Granted license covering change in facilities, installation of new transmitter and changes in DA pattern; 1060 kc, 10 kw, U, DA-N (BL-5226).

Modification of CP

KLEA Lovington, N. M., Prosperity Land Bcstg. Co.—Granted Mod. of CP to change type transmitter (BMP-6508).

WSPN Saratoga Springs, N. Y., SPA Bcstrs. Inc.—Granted Mod. of CP to change type transmitter; condition (BMP-6507).

KSLA Shreveport, La., Interim Television Corp.—Granted Mod. of CP for extension of completion date to 8-18-54.

Actions of April 28

Granted License

WOPI-FM Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—Granted license covering changes in fm station; ch. 245 (96.9 Mc), 10 kw, U (BLH-958).

WBRN Big Rapids, Mich., Paul A. Brandt—Granted license covering increase in power from 500 w to 1 kw, D (BL-5261).

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

KMMJ Grand Island, Neb., Town and Farm Co.—Granted license covering installation of old main transmitter as auxiliary transmitter (BL-5263).

WRJW Picayune, Miss., Tung Bcstg. Co.—Granted license covering installation of old main transmitter as auxiliary transmitter (BL-5256).

Modification of CP

WKBL Covington, Tenn., Tipton County Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6486).

WINI Murphysboro, Ill., Jackson County Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location and change type transmitter; condition (BMP-6484).

The following were granted Mod. of CP's for extension of completion dates as shown:

WABL Columbia, Miss., to 8-18-54; KFBB Great Falls, Mont., to 6-30-54; WSPN Saratoga Springs, N. Y., to 5-8-54; WKBV Richmond, Ind., to 5-12-54.

Actions of April 27

Remote Control

The following stations were authorized to operate transmitters by remote control:

WWNR Beckley, W. Va.; WHCU Ithaca, N. Y.; KRGI Grand Island, Neb.; KIT, Yakima, Wash.

Actions of April 26

Granted License

WBRO Waynesboro, Ga., Burke County Bcstg. Co.—Granted license for am broadcast station; 1310 kc, 1 kw, D (BL-5247).

WFMT Chicago, Ill., Gale Bcstg. Co.—Granted license for fm broadcast station; ch. 290 (105.9 mc); ERP: 34 kw, U (BLH-920).

Granted CP

WROD Daytona Beach, Fla., Daytona Beach Bcstg. Corp.—Granted CP to make changes in the antenna system (BP-9236).

WSLS-TV, Roanoke, Va., Shenandoah Life Stations Inc.—Granted CP to maintain auxiliary transmitters (the same as incorporated in STA granted 11-26-52) at main transmitter site to operate on ch. 10 (192-198 mc); ERP: Vis. 23.7 kw, Aur. 11.8 kw; commencement date 6-26-54, completion 12-26-54; operate for emergency, test and maintenance purposes only (BMPCT-1865).

Modification of CP

WORZ Orlando, Fla., Central Florida Bcstg. Co.—Granted Mod. of CP to specify center (#2) tower to be used with auxiliary transmitter (BMP-6511).

The following were granted Mod. of CP's for extension of completion dates as shown:

KUTV Salt Lake City, Utah, to 11-25-54; WPRO-FM Providence, R. I., to 3-1-55; WKAT-FM Miami Beach Fla., to 11-12-54; WILL-FM Urbana, Ill., to 11-15-54; WOC Davenport, Iowa, to 8-11-54; WPET Greensboro, N. C., to 11-3-54; WACL Waycross, Ga., to 7-1-54.

May 4 Applications

ACCEPTED FOR FILING

Modification of CP

WEHT (TV) Henderson, Ky., Ohio Valley Television Co.—Mod. of CP (BPCT-1024) as mod., which authorized new tv station for extension of completion date to 9-3-54 (BMPCT-2090).

KTVO (TV) Kirksville, Mo., KBIZ Inc.—Amended to request waiver of Sec. 3.613 of the Commission's Rules (BMPCT-2074 amended).

WBRE-TV Wilkes-Barre, Pa., Louis G. Baltimore.—Mod. of CP (BPCT-134) as mod., which authorized new tv station for extension of completion date to June, 1955 (BMPCT-2089).

May 5 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer

Ector County Bcstg. Co., Odessa Tv Co., The Odessa Tv Co., Odessa, Tex.—Granted petition of Ector County for extension of time to and including May 17 in which to reply and opposition may be filed to motion to enlarge issues filed by The Odessa Tv Co., in re applications for ch. 7 (Dockets 10974 et al).

Granted petition of the Chief, Broadcast Bureau, for extension of time to and including April 30, within which replies may be filed to petition of Public Service Tv Inc., applicant for ch. 10 in Miami, Fla. (Dockets 9321 et al).

By Hearing Examiner Claire W. Hardy

Gave notice of a hearing conference to be held May 13, in proceeding re am applications of Tri-State Bcstg. Service, Southern Bcstg. Service Inc., Memphis, Tenn., and Newport Bcstg. Co. (KNBY), Newport, Ark. (Dockets 10548 et al).

WCBI Columbus, Miss., Columbus Bcstg. Co.—Granted petition for leave to amend its am application (Docket 10882; BP-8977), by correcting answer to question 4b on page 2 of Sec. IV of application. Gave notice of a hearing conference to be held May 27 in re this application.

By Hearing Examiner Isadore A. Honig

Appalachian Bcstg. Corp., Bristol, Va., Tri-Cities Tv Corp., Bristol, Tenn.—On request of Tri-Cities, the further hearing conference scheduled for May 4 was postponed to May 11, in re applications for ch. 5 (Dockets 10879-80)

BROADCAST ACTIONS

McFarland Letter

Carbon Emery Bcstg. Co., Price, Utah—Is being advised that application for new am station to operate on 1490 kc, 250 w, unlimited (BP-8797) indicates necessity of a hearing.

May 5 Applications

ACCEPTED FOR FILING

Renewal of License

WGNY Newburgh, N. Y., Orange County Bcstg. Corp.—(BR-817).

Remote Control

WPOR Portland, Me., Oliver Bcstg. Corp.—(BRC-387).

WGEZ Beloit, Wis., Beloit Bcstg. Co.—(BRC-388).

Applications Returned

KDKD Clinton, Mo., Clinton Bcstg. Co.—Voluntary acquisition of control of licensee corporation by David M. Segal through purchase of 25 shares of stock from Lee E. Baker and Jeanne F. Baker. (Not notarized.)

KXLO Lewistown, Mont., William G. Kelly—Voluntary assignment of license to Central Montana Bcstg. Co. (Only 2 copies filed.)

KIHN Hugo, Okla., Little Dixie Bcstg. Co.—Voluntary transfer of control of licensee corporation to A. O. Brewer and W. E. Schooler. (Not signed by transferees or transferors.)

Renewal of License

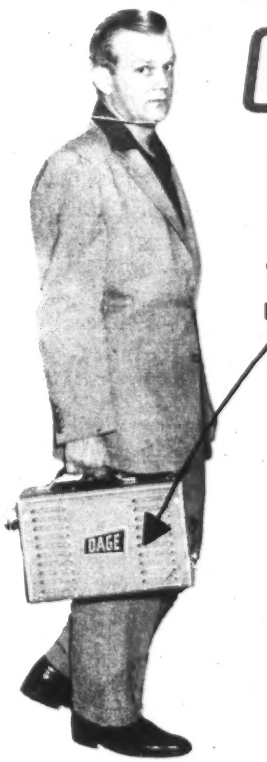
KPRC-TV Houston, Tex., The Houston Post Co.—(BRCT-12).

KGBS-TV San Antonio, Tex., San Antonio Bcstg. Co.—(BRCT-44).

Modification of CP

KBTV (TV) Denver, Colo., Colorado Tv Corp.—Mod. of CP (BPCT-933) as mod., which authorized new tv station for extension of completion date to 7-1-54 (BMPCT-2094).

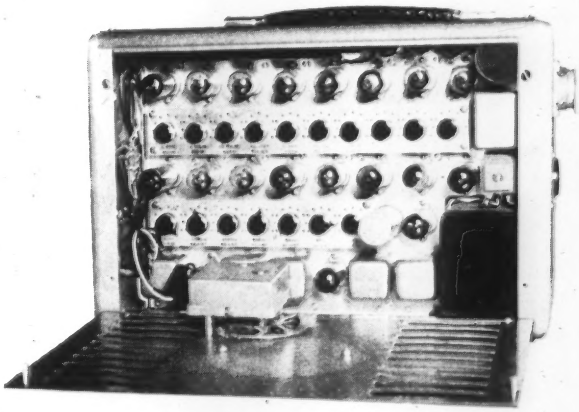
WCNO-TV New Orleans, La., Community Tv Corp.—Mod. of CP (BPCT-1378) as mod., which authorized new tv station for extension of completion date to 11-30-54 (BMPCT-2087).



DAGE Portable Sync Generator

MEETS ALL FCC SPECIFICATIONS

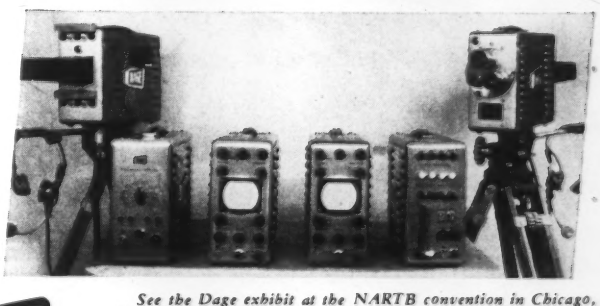
- In Use in Over 50 Independent and Network Stations
- One-Third the Price of Ordinary Sync Generators
- Available Now for $1500.



LOOK AT THESE FEATURES:

- Briefcase Size—14" x 9⅜ x 4⅝"
- Light weight—18 lbs.
- Low power requirement—100 watts
- Interchangeable with other field sync generators
- Selector switch jacks for checking wave forms

Right:
Dage Dual Field Camera System
Each Unit 20 lbs. 100 Watts
Total Price $12,000



See the Dage exhibit at the NARTB convention in Chicago, May 23-27. Write today for your free copy of "The Story of the Dage Vidicon Camera."

DAGE ELECTRONICS

69 N. SECOND STREET • BEECH GROVE, INDIANA

DIVISION OF THOMPSON PRODUCTS

"NEW DEVELOPMENTS BEGIN WITH DAGE"

Customers Go On the Storepath

After a commercial is chanted from the KVTV wigwam, customers rise and storm trading posts in 31 Iowa, Nebraska and South Dakota counties, where annual retail sales climb to $653 million. For example, ten thousand people turned out to see a model home advertised on KVTV recently; the Capitol Theater's biggest hit in 14 months, ("Long, Long Trailer") was promoted on KVTV; "Range Rider" response to a special offer put KVTV in "place" position in a recent test of several stations; Skippy Peanut Butter sales are up 75% in this area, thanks to KVTV promotion. For more big medicine, pow-wow with the Katz Agency.

When Sioux City Sue Beckons

CBS, NBC, ABC & DuMont

Represented by The Katz Agency

KVTV Channel 9

SIOUX CITY, IOWA

***KVTV**, a Cowles Station, is under the same management as **WNAX-570**, the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.*

TELESTATUS

May 10, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
► WBRC-TV (6) NBC; Katz; 219,454
WJLN-TV (48), 12/10/52—Unknown

Decatur†—
WMSL-TV (23) Walker; 12/26/52-6/1/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
► WKAB-TV (48) CBS, DuM; Forjoe; 60,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 27,800
WSFA-TV (12) Headley-Reed; 3/25/54-9/15/54

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 92,000

Phoenix—
► KOOL-TV (10) ABC; Blair; 90,607
► KPHO-TV (5) CBS, DuM; Katz; 92,000

Tucson—
► KOPO-TV (13) CBS, DuM; Forpoe; 24,250
► KVOA-TV (4) ABC, NBC; Raymer; 24,250

Yuma†—
► KIVA (11) DuM; Hollingbery; 18,243

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
American Television Inc. (5) Initial Decision 4/30/54

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC; Petry
► KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 64,231

Texarkana—
► KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 55,000
► KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 109,692

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-5/16/54 (granted STA April 16)*

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Grant; 42,220

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000

Fresno—
► KBID-TV (53) Meeker; 92,052
► KJEO-TV (47) ABC, CBS; Branham; 106,558
► KMJ-TV (24) CBS, NBC; Raymer; 85,841

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,817,177
► KCOP (13) Katz; 1,817,177
► KHJ-TV (9) DuM; H-R; 1,817,177
► KNBH (4) NBC; NBC Spot Sls.; 1,817,177
► KNXT (2) CBS; CBS Spot Sls.; 1,817,177
► KTLA (5) Raymer; 1,817,177
► KTTV (11) Blair; 1,817,177
► KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Newest Starters

Listed below is the newest station that has started regular operation:

WHA-TV Madison, Wis. (ch. 21), educational, May 3.

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 382,361

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 73,200
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 382,361

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (10) NBC; Katz; 206,382
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 935,700
► KPIX (5) CBS, DuM; Katz; 935,700
► KRON-TV (4) NBC; Free & Peters; 935,700
► KSAN-TV (32) McGillvra

San Jose†—
Standard Radio & Tv Co. (11), 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 65,489

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 430,192

Stockton†—
► KTVU (36) Hollingbery; 76,000
KHOF (13) 2/11/54-6/1/54

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 123,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 42,175
► KRDO-TV (13) NBC; McGillvra; 36,000

Denver—
► KBTV (9) ABC; Free & Peters; 209,306
► KFEL-TV (2) DuM; Blair; 209,306
► KLZ-TV (7) CBS; Katz; 209,306
► KOA-TV (4) NBC; Petry; 209,306
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-5/30/54

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 40,360
► KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
► WKNB-TV (30) CBS; Bolling; 167,922

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

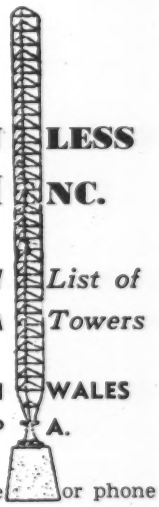
Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 124,800

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV
CMQ	KHOL-TV	WMBR-TV
WKNY-TV	WJHP-TV	WLOK-TV
WINK-TV	WHIZ-TV	WMAZ-TV
KCEB-TV	WEEK-TV	WHP-TV
WGEM-TV	WARD-TV	WDAN-TV



Write, wire or phone

WLBR-TV	WREX-TV	WEEU-TV
WRAY-TV	WHUM-TV	WOC-TV
WERC-TV	KOAM-TV	WCOS-TV
WKLO-TV	WNOK-TV	WLAM-TV
WMRC-TV	WWOR-TV	WHBQ-TV
KTSM-TV	KHOL-TV	WMBR-TV
WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV

KHQA 7 TV

Covers the prosperous
Keokuk, Iowa
Hannibal, Missouri
Quincy, Illinois
Area

There are
129,405
Families Unduplicated
by service from
any station outside
KHQA-TV's
Class B Contour

NOW 110,764
TELEVISION HOMES
In KHQA-TV's
100 mv/m CONTOUR

Exclusive CBS and
DuMont Television Outlet
For Keokuk-Hannibal-Quincy
Area

You need
KHQA-TV—Channel 7
to cover this market

Represented by
WEED TELEVISION
Chicago, New York, Detroit,
Atlanta, Boston, Hollywood,
San Francisco

Tower
886 Feet above Average Terrain
12 Bay RCA Antenna
36.3 KW ERP Now
316 KW ERP CP

For availabilities write:
WALTER J. ROTHSCHILD
National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 211,522
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4); NBC; NBC Spot Sls.; 612,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 42,416
► WMBR-TV (4) CBS; CBS Spot Sls.; 243,857
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 241,500
WMFL (33), 12/9/53-Unknown

Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-5/15/54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 52,500
► WPFA (15) CBS, DuM; Young; 14,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 71,200

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54

West Palm Beach—
WEAT-TV Inc. (12) Walker; 2/18/54-Fall '54
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) NBC; Meeker; 11/4/53-8/1/54

GEORGIA

Albany†—
► WALB-TV (10) NBC; Burn-Smith

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 78,900
► WRDW-TV (12) CBS; Headley-Reed; 78,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,787
► WRBL-TV (4) CBS; Hollingbery; 61,471

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 94,380

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 26,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-6/15/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 31,300
► KIDO-TV (7) ABC, NBC, DuM; Blair; 28,500

Idaho Falls—
► KID-TV (3) CBS, NBC, DuM; Gill-Perna; 20,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-8/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,618,145
► WBKB (7) ABC; Blair; 1,618,145
► WGN-TV (9) DuM; Hollingbery; 1,618,145
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,618,145
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 30,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 142,997
► WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 108,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 183,002
► WTVO (39) NBC, DuM; Weed; 87,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 67,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 530,630

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 463,200
WISH-TV (8) CBS; Bolling; 1/28/54-7/1/54 (granted STA April 5)

LaFayette†—
► WFAM-TV (59) NBC; Rambeau; 48,600

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 69,300

Princeton†—
► WRAY-TV (52) Walker; 55,400

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 105,665

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54

Waterloo†—
WINT (15) 4/6/53-6/15/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 224,280

Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-5/15/54

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 107,870
KTIV (4) Hollingbery; 1/21/54-8/16/54

Waterloo—
► KWWL-TV (7) ABC, NBC, DuM; Headley-Reed; 101,448

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
►KTVH (12) ABC, CBS, DuM; H-R; 104,309
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
►KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000
Topeka—
KTKA (42), 11/5/53-Unknown
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 49,808
Wichita—
KAKE-TV (10) 4/1/54-July '54
►KEDD (16) ABC, NBC, Petry; 80,457

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 42,969
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 48,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10), 9/16/53-7/1/54
KLFY-TV (10), Rambeau; 9/16/53-7/1/54
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
►KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 125,000
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Summer '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 250,005
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 36,200

MAINE

Bangor†—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 58,600
Murray Carpenter & Assoc. (2) Initial Decision 3/26/54
Lewiston—
►WLAM-TV (17) CBS, DuM; Everett-McKinney; 19,037
Poland†—
WMTW (8) 7/8/53-7/1/54
Portland—
►WCSH-TV (6) NBC; Weed; 89,875
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54 (granted STA March 29)
►WPMT (53) ABC, CBS, DuM; Everett-McKinney; 38,700

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 543,927
►WBAL-TV (11) NBC; Petry; 543,927
WITH-TV (72) Forjoe; 12/18/52-Fall '54
►WMAR-TV (2) CBS; Katz; 543,927
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-5/24/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) DuM; Walker; 134,110
Boston—
WBOS-TV (50) 3/26/53-Unknown
►WBZ-TV (4) NBC; Free & Peters; 1,171,111
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,171,111
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 118,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64) 11/12/53-Unknown
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 132,000
►WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-Aug. '54
►WWOR-TV (14) ABC, DuM; Raymer; 45,640

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 18,000
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) ABC; Weed; see footnote (e)
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,420,500
►WWJ-TV (4) NBC; Hollingbery, 1,277,991
►WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
►WKAR-TV (*60)
Flint—
WFDF-TV (12), Initial Decision 5/11/53
WTAC-TV (16) See footnote (d)
Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 396,580
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 380,670
Lansing—
►WILS-TV (54) ABC, DuM; Venard; 42,000
►WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 254,700
Marquette†—
Peninsula Tv Inc. (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 79,200
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
►KMMT (6) ABC, CBS, DuM; Pearson; 78,925
Duluth† (Superior, Wis.)—
►KDAL-TV (3) NBC; Avery-Knodel
►WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
►WCCO-TV (4) CBS, DuM; Free & Peters; 447,200
►WTCN-TV (11) ABC; Blair; 427,000
Rochester—
►KROC-TV (10) NBC, DuM; Meeker; 70,000
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 452,300
►WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

AVOID COSTLY DUPLICATION

BUY WTVP

Decatur, Illinois

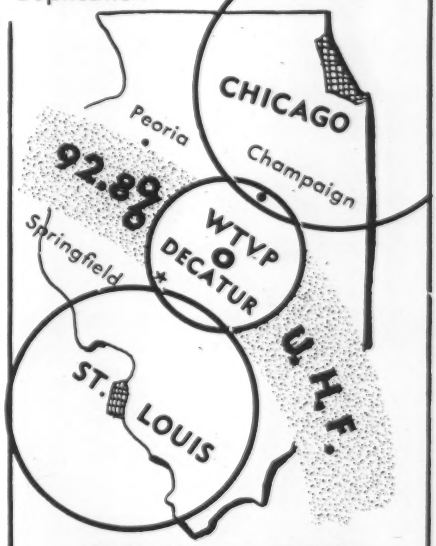
Ch. 17

THE SOLID SALES LINK BETWEEN THE CHICAGO ST. LOUIS MARKET AREAS

For a solid sales coverage of the rich, growing area on the road between Chicago & St. Louis

PRESENT AUDITED AREA, 80,000 TV Homes 92.8% U.H.F. CONVERTED

Served at lowest cost without any duplication



WTVP

DECATUR, ILLINOIS

ABC-DuMONT

Geo. W. Clark • Nat'l. Rep.

Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 85,607
► WSLI-TV (12) ABC; Weed; 88,650

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559

Festus†—
KACY (14) Raymer; See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 110,764
► WGEM-TV (10) See Quincy, Ill.

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 389,182
► KMBC-TV (9) CBS; Free & Peters; 389,182
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 389,182
► WHB-TV (9) CBS; Blair; 389,182

Kirksville†—
KTVO (3) 12/16/53-6/15/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 99,418

St. Louis—
KACY (14) See Festus
*KETC (*9), 5/7/53-June '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 621,426
► KSTM-TV (36) ABC; H-R; 215,000

8 OUT OF 10
TOP MULTI-WEEKLY SHOWS
IN THE OMAHA AREA
ARE ON
• Trail Time*
• Eddie Fisher
• Camel News Caravan
• Weather, Sports (10:00 p.m.)*
• Dinah Shore
• 6:20 p.m. News*
• Stand By For Action*
• TV News Roundup (10:15 p.m.)*
*WOW-TV "Live" Studio Shows
W O W TV OMAHA
100,000 WATTS • DUMONT • NBC AFF. • Blair TV-Rep.
A Meredith Station • Affiliated with "Better Homes & Gardens" and "Successful Farming" magazines.

WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK-TV (4) 4/21/54-Unknown

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-Unknown

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 9,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,200

Great Falls†—
► KFBB-TV (5) CBS, DuM; Headley-Reed 4,100

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13) CBS, DuM; Meeker; 23,000

Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 77,717

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 241,052
► WOW-TV (6) DuM, NBC; Blair; 237,993

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,720

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 210,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
► WFPG-TV (46) ABC, CBS, NBC, DuM; Pearson; 16,875
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*

Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 42,000
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 40,548

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 20,439

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 77,482
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 274,238
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WBLD (5) 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 398,832. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000
*WTVF (*23) 7/24/52-Unknown*
WGRB (2) NBC; Headley-Reed; 4/7/54-July '54

Carthage†—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Aug. '54

Elmira—
► WECT (18) NBC; Everett-McKinney; 28,462
► WTVE (24) ABC, CBS, DuM; Forjoe; 30,000

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 1/23/53-5/15/54 (granted STA April 21)

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) NBC; Hollingbery; 210,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 303,400
► WTRI (35) CBS; Headley-Reed; 79,506

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 340,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 340,000

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 137,500

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,500
WLOS-TV (13) Venard; 12/9/53-Aug. '54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 42,000
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 398,591

Durham†—
WTIK-TV (11) Headley-Reed; 1/21/54-9/1/54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WNSC-TV (48) 4/7/54-Summer '54

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 222,741

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 53,100

Raleigh—
►WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 57,840

Wilmington†—
► WMFD-TV (6) NBC; Weed
WTHT (3) 2/17/54-Aug. '54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 202,954
► WTOB-TV (26) ABC, DuM; H-R; 49,500

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 20,190

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431

Ashtabula†—
► WICA-TV (15) 18,000

Cincinnati—
*WCET (*48) 12/2/53-May '54*
►WCPO-TV (9) ABC, DuM; Branham; 450,000
►WKRC-TV (12) CBS; Katz; 450,000
►WLWT (5) NBC; WLW Sls.; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54
Cleveland—
WERE-TV (65), 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,030,000
►WNBK (3) NBC; NBC Spot Sls; 873,131
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
►WTVN (6) ABC, CBS, DuM; Katz; 373,495
Dayton—
►WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) NBC; WLW Sls; 310,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
►WLOK-TV (73) NBC; H-R; 57,234
Mansfield†—
Fergum Theatres Inc. (36) Initial Decision 5/5/54
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 280,080
Youngstown—
►WFMJ-TV (73) NBC; Headley-Reed; 115,000
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 117,777
WUTV (21) Petry; 9/25/52-Unknown
Zanesville—
►WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 31,250

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54 (granted STA April 6)
Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-6/15/54
Lawton†—
►KSWO-TV (7) DuM; Everett-McKinney; 46,400
Miami†—
KMIV (58), 4/22/53-Unknown
Muskogee†—
KTVX (8) 4/7/54-Unknown
Oklahoma City—
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC, NBC; H-R; 106,344
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 263,667
*KETA (*13) 12/2/53-Unknown*
Tulsa—
►KCEB (23) NBC, DuM; Bolling; 65,000
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) NBC; Hollingbery
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Blair
Portland—
►KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 167,172
Oregon Tv Inc. (12), Initial Decision 11/10/53
Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 67,516
Chambersburg†—
►WCHA-TV (46) CBS, DuM; Forjoe; 15,500
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
►WSEE (35) CBS; Avery-Knodel
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
►WHP-TV (55) CBS; Bolling; 118,150
►WTPA (71) NBC; Headley-Reed; 118,150
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 757,183
Lancaster—
►WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 295,847
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
►WLBR-TV (15) Pearson; 146,575
New Castle†—
►WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
►WFIL-TV (6) ABC, DuM; Katz; 1,793,362
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
►WPTZ (3) NBC; Free & Peters; 1,767,042
Pittsburgh—
►WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls. 963,820
►WENS (16) ABC, CBS; Petry; 236,452
►WKJF-TV (53) CBS, NBC, DuM; Weed; 300,000
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
►WHUM-TV (61) CBS; H-R; 175,000
Scranton—
►WARM-TV (16) ABC; Hollingbery; 150,000
►WGBI-TV (22) CBS; Blair; 155,000
►WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 155,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 160,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54
York—
►WNOW-TV (49) DuM; Hollingbery; 72,000
►WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,109,060
►WNET (16) CBS; Raymer
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 43,750
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 74,044
WUSN-TV (2) NBC; 3/25/54-9/1/54
Columbia—
►WCOS-TV (25) ABC; Headley-Reed; 47,000
►WIS-TV (10) NBC; Free & Peters; 97,465
►WNOK-TV (67) CBS, DuM; Raymer; 46,000
Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54
Greenville—
►WFBC-TV (4) NBC; Weed; 287,266
►WGVL (23) ABC, DuM; H-R; 75,300
Greenwood†—
WCRS-TV (21) 4/8/53-Unknown
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

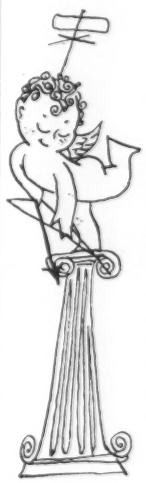
Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
►KELO-TV (11) ABC, NBC; Raymer; 56,119

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

FOREVER AMBER WATCHES

WHEN TV

Someone has captured Amber's heart at last. It's the end of love 'em and leave 'em — Amber doesn't ramble anymore.



WHEN-TV is the successful suitor who has won Amber's affections. No ricochet romance, either — this was love at first sight, just the way it was with more than 250 communities in upstate New York (Amber is only one of 'em.) They've opened their loving hearts to Channel 8 . . . and opened their purses, too, ready to spend at the slightest word from the object of their affections. Want a private line to Amber's heart (and pocketbook)? Try Channel 8.

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A MEREDITH STATION

Everybody WATCHES WHEN TV

CHANNEL 8

SYRACUSE, N.Y.

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham
Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson 59,078
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 63,620
► WTSK (26) CBS, DuM; Pearson; 60,500
Memphis—
► WHBQ-TV (13) CBS; Blair; 276,342
► WMCT (5) ABC, NBC, DuM; Branham; 276,342
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 186,176
►WSM-TV (4) NBC, DuM; Petry; 186,176
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/1/54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 30,316
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 48,760
► KGNC-TV (4) NBC, DuM; Katz; 48,760
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 69, 032
Beaumont†—
KBMT (31) 12/4/52-5/9/54 (granted STA April 5)
KTRM-TV (6) Initial Decision 7/22/53
Corpus Christi†—
KVDO (22) 1/6/53-6/15/54
KTLG (43) 12/9/53-Unknown
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 375,721
► WFAA-TV (8) ABC, NBC, DuM; Petry; 337,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 51,483
► KTSM-TV (9) NBC; Hollingbery; 40,290
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 372,500
Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 276,000
Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 33,400
Houston—
► KNUZ-TV (39) DuM; Forjoe; 68,144
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
KTLJ (13), 2/23/54-Unknown
Longview†—
► KTVE (32) Forjoe; 20,560
Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 53,804
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 53,804
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54
Marshall†—
KMSL (16) 6/25/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 31,950
San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 191,189
► WOAI-TV (4) NBC; Petry; 191,189
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 73,935
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 66,832
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Unknown
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC; Pearson; 28,000
Weslaco†—
► KRGV-TV (5) NBC; Raymer
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 63,800
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 161,325
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 161,325
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-Aug. '54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Hollingbery; 18,114
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 94,300
Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 80,182
Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery; 102,281
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; Petry; 213,889
► WTOV-TV (27) ABC, DuM; Forjoe; 102,000
► WVEC-TV (15) See Hampton
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 445,984
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 247,544

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 65,806
Seattle—
► KING-TV (5) ABC; Blair; 345,300
► KOMO-TV (4) NBC; Hollingbery, 345,300
*KUOW-TV (*9) 12/23/53-September '54*
Seattle Construction Co. (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 56,539
► KXLY-TV (4) CBS, DuM; Walker; 67,529
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (13) Branham; 345,300
► KTNT-TV (11) CBS, DuM; Weed; 345,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 20,270

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 36,100
WCHS-TV (8) CBS; Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 33,785
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 382,333
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 24,850
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-7/1/54
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 41,500
► WMTV (33) ABC, DuM; Meeker; 44,800
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 308,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 287,500
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 668,263
Neenah†—
► WNAM-TV (42) George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,700

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

RCA TUBES in stock at ALLIED!

IMMEDIATE DELIVERY

RCA-5820. General Purpose Image Orthicon—in stock at ALLIED. **RCA-5820, $1200**

RCA-10SP4. Monitor Kinescope—in stock. **RCA-10SP4, $54**

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and effort.

Refer to your ALLIED 268-page Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
100 N. Western Ave., Chicago 80
Phone: HAymarket 1-6800

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) Initial Decision 4/9/54

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
►KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 7,000
►KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 53,000
►KONA (11) DuM; NBC; NBC Spot Sls.; 53,000
►KULA-TV (4) ABC; Headley-Reed

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 10,000

CANADA

London†—
►CFPL-TV (10) CBS; 35,000
Montreal—
►CBFT (2) 143,005
►CBMT (6) 143,005
Ottawa—
►CBOT (4) 10,100
St. John, N. B.—
►CHSJ-TV (4) CBS
Sudbury†—
►CKSO-TV (5) ABC, CBS, NBC; All-Canada; 6,728
Toronto—
►CBLT (9) 222,500
Vancouver—
►CBUT (2) CBS

MEXICO

Juarez† (El Paso, Tex.)—
XEJ-TV (5) National Time Sales; 5/17/54
Tijuana† (San Diego)—
►XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 379; total cities with stations on air: 249. Both totals include XETV (TV) Tijuana, Mexico as well as educational outlets that are operating. Total sets in use 29,720,322.
*** Indicates educational stations.**
† Cities NOT interconnected with AT&T.
(a) Figure does not include 298,375 sets which WBEN-TV Buffalo reports it serves in Canada. (b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WIFE (TV) Dayton, Ohio, and WACH-TV Newport News, Va. have suspended regular operation, but have not turned in CP's. (e) WBKZ (TV) Battle Creek, Mich., told FCC it has suspended regular operation until June 1.

UPCOMING

MAY

May 10: Washington (D. C.) section, Institute of Radio Engineers, Pepco Auditorium.
May 13: Illinois Broadcasters Assn., Leland Hotel, Springfield.
May 14: Illinois Associated Press Freedom of Information Committee, Springfield.
May 14: International Advertising Assn., Hotel Plaza, New York.
May 15: Indiana Radio-Tv Newsmen, WISH studios, Indianapolis.
May 17-18: Chicago *Tribune* Advertising & Distribution Forum, WGN studios.
May 17-20: Electronics Part Show, Conrad Hilton Hotel, Chicago.
May 18-21: RTNDA tv news seminar, Orrington Hotel, Evanston, Ill.
May 19-21: Senate Communications Subcommittee holds open hearings on status and development of ultra high frequency channels and consideration of Johnson multiple-ownership bill. Room G-16, Senate Office Bldg., 10 a.m. Washington.
May 19-21: House Interstate & Foreign Commerce Committee, hearing on HR 1227, Bryson bill to bar alcoholic beverage advertising in interstate commerce. Room 1334, New House Office Bldg. 10 a.m. Open.
May 21-22: Educational Tv Conference, Illinois Institute of Technology, Chicago.
May 23-27: NARTB Convention, Palmer House, Chicago.
May 24: Daytime Broadcasters Assn., membership meeting, Palmer House, Chicago.

JUNE

June 1: National Assn. of Tv & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.
June 3-4: National Assn. of Tv & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.
June 4: Mike & Screen Awards, Radio-Newsreel-Tv Working Press Assn. of New York, Waldorf-Astoria.
June 13-15: Assn. of Independent Metropolitan Stations, Wentworth-by-the-Sea, Portsmouth, N. H.
June 13-16: American Marketing Assn., Ambassador Hotel, Atlantic City.
June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.
June 16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of tv, radio, motion pictures and publishing.
June 17-18: D. C.-Maryland Broadcasters, Ocean City, Md.
June 20-23: Advertising Federation of America, Hotel Statler, Boston.
June 21: Hearing on Langer bill (S 3294) to bar alcoholic beverage advertising in interstate commerce, Senate Business & Consumer Interests Subcommittee.
June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.
June 27-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.
June 28: New York U. begins 6-week summer radio-tv institute.
June 28-30: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.
June 28-Aug. 6: Summer Institute of Radio & Tv, co-sponsored by NBC and Barnard College, New York.

JULY

July 1-2: North and South Carolina Broadcasters Associations, joint meeting, Ocean Forest Hotel, Myrtle Beach, S. C.
July 1-Aug. 21: Radio-tv institutes, Boston U.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.
Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.
Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.
Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards, National Safety Council.
Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.
Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.
Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.
Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.
Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.
Oct. 15-16: Ohio State U. advertising conference, Columbus.
Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

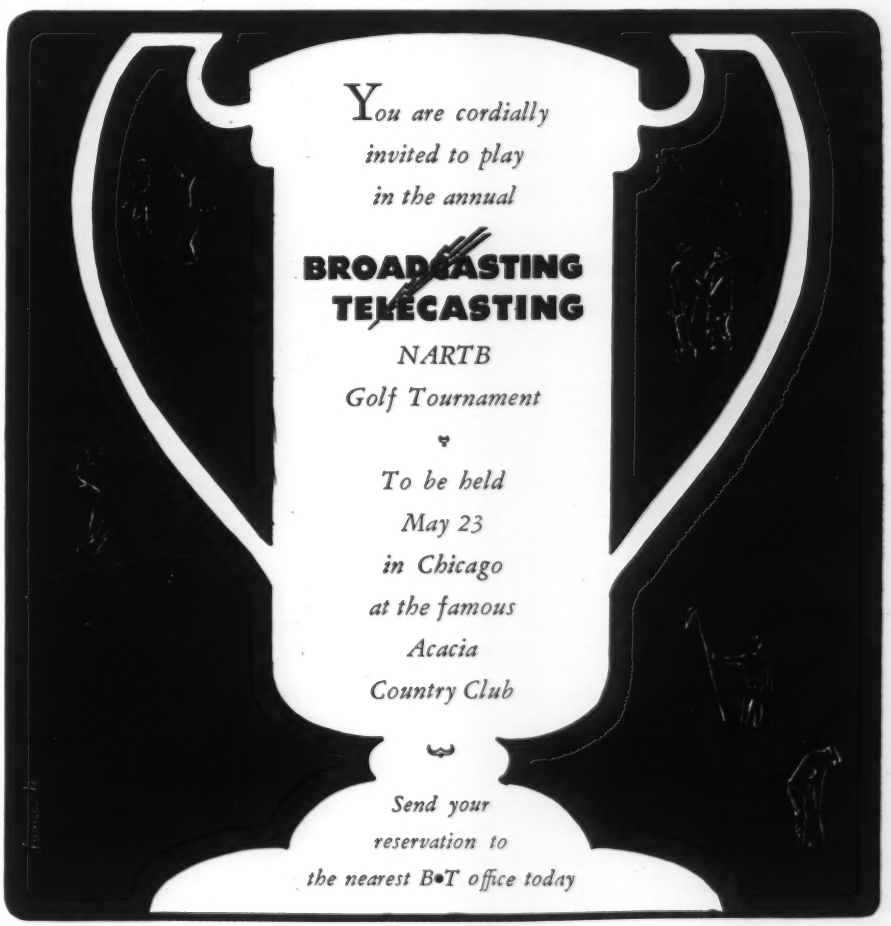
NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

SPECIAL LISTING

BMI Program Clinics

June 7: Winnipeg, Man.
June 9: Regina, Sask.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Boston; (city unnamed) Idaho
June 18: Portland, Me.; Salt Lake City
June 21: Colorado Springs, Colo.
June 23: Huron, S. D.
June 25: (city unnamed) Indiana



Not a 'Whodunit' but a 'Who Did It?'

THE FURORE being kicked up over broadcast coverage of the McCarthy-Army hearings should occasion little surprise to those in the business of broadcasting. The same thing, in a measure, happened during the 1951 Kefauver hearings, which catapulted the Tennessean into a bid for the Democratic presidential nomination.

The difference is to be found in the "show" itself. The Kefauver inquiry, which had practically one-third of America glued to television screens, had all the elements of drama at its peak. Blood and thunder, cloak and dagger, vice, gambling. It was a serial "Whodunit" which moved swiftly from one unexpected episode to another.

The McCarthy-Army affair, despite all of the advance build-up, so far has been a rather boring repetition of legal colloquies, points of order and dull rulings. There's only one point at issue: "Who lied?" It isn't a "Whodunit," but a "Who did it?" But, like a soap opera, it appears to be gaining audience as it drags along.

Some newspapers are shouting derisively that television has flopped as a news medium, and that newspapers are not "on their way out." We know of no one authoritative in television who has ever contended that tv spells the death-knell for newspapers.

The unadorned fact is that, to date, the McCarthy-Army hearings are a national and international travesty. The whole incident of whether influence was used in behalf of or in connivance with Private David Schine, in our judgment, could have been handled in a subcommittee anteroom, or perhaps in a small Army proceeding.

Instead, there's the spectacle of nationally broadcast and telecast live coverage and stud-horse newspaper headlines over an issue that probably will wind up with the firing of a couple of lawyers and with Private Schine merely completing his Army-draft tenure.

No doubt the hearings might end more rapidly if live broadcast coverage were curtailed. This is conclusive evidence of the potency of live coverage. The "performers" mug and grimace and vie for attention; they watch the little red camera lights.

But the decision on live coverage rests with the broadcasters. They are under no compulsion to provide "full text." It is a matter of their editorial judgment. They can cover the proceedings in periodic summaries, on film for tv and tape for radio, if that is their appraisal of the news value of the proceedings. And they can do it faster and more graphically than can the printed page.

Some networks are being criticized because they are not carrying live pickups of the hearings. They are accused of shirking their "public service responsibilities." Is it in the public service to have all networks carry the same program simultaneously, denying the public a choice of programs?

A new lesson is being learned from the McCarthy-Army dispute. It supplements the Kefauver lesson, and those of the national political conventions of 1952. There's no valid reason, for example, why program sponsors should not retain their time segments during the broadcasts of extraordinary events, with appropriate credits at specified intervals, or whenever there are breaks in the proceedings. These could be fitted in unobtrusively, and without doing violence to the decorum of the proceeding, if any.

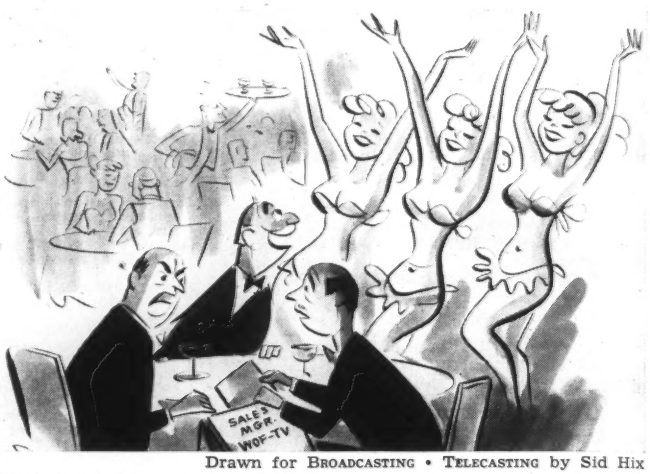
The public gets what it wants, because the public is articulate. The editor knows it. So does the broadcaster, the editor of the ether.

The Birth of a TAB

TELEVISION Advertising Bureau, conceived last month in New York, will officially come into being a fortnight hence in Chicago, where many, if not most, of the nation's tv broadcasters will be attending the NARTB convention.

At least that's the expectation of the TAB organizing committee, whose goal is to enroll every tv licensee. Swelled by 14 new members during the last two weeks, the committee already includes pioneer tv stations and new ones, tv stations operated by broadcasters with long backgrounds in radio and tv stations with no radio affiliations, vhf stations and uhf stations.

Detailed plans for TAB's operation are still in the making, but intention of the founding group seems clear enough: The newspapers have their Bureau of Advertising; radio has its BAB; tv should have its counterpart in TAB. The Bureau of Advertising operates in harmony with, but outside the organization of ANPA; it serves those newspapers which supply its financial support. Similarly, BAB functions side by side with NARTB but independently of it, serving radio in general but primarily its member stations and networks. So, too, would TAB operate, except that its promotional activities will be carried on at the station level, with no network members, although the networks' o&o stations will be welcome.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"This is a helluva spot to sell a client on our complete coverage story!"

Fear expressed by Robert D. Swezey, WDSU-TV-New Orleans, that plans for the formation of TAB may conflict with similar plans under development by the NARTB Tv Board, of which he is chairman, must be resolved at the Chicago meeting. Since he has, as he states, "no quarrel whatever with the purposes and intent" of the TAB organizing committee, it would seem simple for all plans to be laid on the table in Chicago. There conflicts must be eliminated if the organization is to have the support of the majority of operating tv outlets.

One conflict which could be troublesome would be between the TAB organizers and another group which might want the tv promotion activities to be carried on by a branch of NARTB itself, as BAB was originally. At first glance the reasons that led to the eventual separation of BAB from NARTB seem sufficient to warrant the establishment of TAB as an independent entity from the start. But the fact that NARTB for many months has been formulating plans for a tv counterpart of BAB should not be ignored. The best result can be achieved through a pooling of ideas and resources.

The history of advertising has taught that strong promotion is a necessity for every medium which hopes to attract and to hold advertisers just as advertising is a necessity for every company which hopes to attract and to hold customers for its products. Now, while television is still on the way up, is the ideal time to set up a promotional bureau for television under the best possible auspices.

The Huckster & the Golden Goose

THE HIGH ESTEEM which television holds as an advertising medium was pointed up, though perhaps perversely, in warnings sounded by key figures at the American Assn. of Advertising Agencies' annual meeting a fortnight ago [B•T, April 26].

"Abuse it," they warned in effect, "and you may lose it."

It is a warning to be well taken, not only by those who use television but also by those who operate it. The admonitions would seem to apply also in radio.

Fairfax Cone, of Foote, Cone & Belding, in his usual eloquent manner warned against overlong (and overly unimaginative) commercials, for which agencies, advertisers and station operators must be accountable. The penalty, he said may be "confiscation."

Earle Ludgin of Earle Ludgin & Co., the AAAA's retiring chairman, suggested that "maybe we're selling tv short" both in commercials and in programs. If pay-as-you-see television comes and people are willing to pay for this type of fare "just in order to avoid the advertising," he admonished, then "one of advertising's greatest opportunities" may be lost "and we shall have deserved to lose it."

If these are important warnings for advertisers and agencies, they are vital for broadcasters. It is the station operators who in the final sense control what is broadcast. The advertisers may lose a medium; the broadcasters could lose a livelihood.

in good company

HAROLD TRUE

STUDEBAKER

good products belong in good company

BUDD LYNCH

TEXACO

WWJ helps maintain those profitable associations for leaders in all fields who must reach the vast Detroit market.

For instance, Studebaker, a WWJ program sponsor since 1951, presents Harold True's outstanding newscasts at 6 P.M., in the good company of Texaco products' sportscaster, Budd Lynch, at 6:15 P.M.

Here is notable evidence of the selectivity exercised by major advertisers in planning their Detroit campaigns. They have a definite preference for the large and loyal audience—both at home and behind the wheel—consistently delivered by WWJ . . . and for the good company shared by all WWJ advertisers.

Behind-the-wheel audiences in the Detroit area are the largest in the world, all day long. Keep them in mind when you want *complete* Detroit coverage.

YOUR PRODUCT BELONGS IN THIS GOOD COMPANY. SEE YOUR HOLLINGBERY MAN.

WWJ AM FM

Associate Television Station WWJ-TV

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives: THE GEORGE P. HOLLINGBERY CO.*